

Linett & Harrison

wins 12 Jersey Awards

The New Jersey Advertising Club held its annual Jersey Awards competition June 2.

The largest competition of its kind in the state, this year's Jersey Awards (for work produced in 2009) had more than 300 entries. **Linett & Harrison was honored to receive the following 12 awards.**

First Place:

Full-page 4-color Consumer Magazine Advertising
Radio: Local Spot (Single Market) :60 or more
Radio: Regional/National Radio :60 Spot
Radio :60 Jingle

Second Place:

Full-page 4-color Consumer Magazine Advertising
Radio: Regional/National Radio :60 Spot
Self-Promotion Direct Mail

Third Place:

Radio: Local Spot, :60 or more
Radio: Local Spot, :60 or more
Full page, full color Newspaper Advertising
Point-of-Purchase Display
Holiday Card

Said co-founder and creative director Caryl Linett, "We're delighted to be a multiple award winner, especially in such prestigious categories, and against lots of formidable competition. It would be disingenuous to say we don't care about awards. It's great affirmation from your peers. But, since by definition, good creative work is built on smart strategic thinking, it breaks through, resonates with its audience and gets better results. The bottom line is helping our clients build their businesses and their brands, and get a return on investment, which is the whole purpose of creativity. As the legendary David Ogilvy of Ogilvy & Mather said a great many years ago. "It's not creative unless it sells." The vehicles today were undreamed of back in Ogilvy's time, yet the basics of sound strategy and breakthrough creative still prevail."

Co-founder, Sam Harrison, director of account services, adds: "Advertising has to break through in many ways, and must strategically utilize integrated media including broadcast, print, direct mail and collateral as well as online media of all types, from user-friendly Web sites to banner ads and rich media to social-making each element as creative as possible to win share of mind and business. At L&H, creative and account service work closely together to ensure the creation of a totally cohesive, synergistic, seamless program for optimum effectiveness. We break through the clutter and the bureaucracy, which makes for a better client relationship."

Linett & Harrison is a full-service advertising, strategic branding, direct marketing and interactive agency, known for its breakthrough creative, excellent account service, and added-value media planning and buying. The agency specializes in integrated campaigns using traditional broadcast, print, direct mail and collateral, as well as online vehicles including rich media, behavioral marketing and social media.

If you'd like to discuss this or any other advertising/marketing topic in more detail, please call 908-686-0606 or contact Sam Harrison at sharrison@linettandharrison.com or Caryl Linett at clinett@linettandharrison.com
