

Hollister Creative Wins International Design Honor in the 2014 Davey Awards Competition

Philadelphia marketing communications firm a Silver Winner in the 2014 Davey Awards.

PHILADELPHIA, Pa. — Hollister Creative, a Philadelphia marketing communications, graphic design and website design firm, has been named a Silver Winner in the 2014 Davey Awards. The annual awards, selected by the Academy of Interactive and Visual Arts (AIVA), honor "creative Davids" around the world — small firms that achieve results for their clients through out-of-the-box thinking instead of a "Giant's payroll."

Hollister received Silver Honors in the Print Design: Cause Marketing category for Heidi Karl's design of a folder and inserts for the Penn Libraries' Orrery Society. Named for an 18th-century astronomical device housed in the main library at the University of Pennsylvania, the society raises money to support the university library system and recognizes key supporters. Hollister Creative worked with the Penn Libraries staff to develop a high-end folder with removable inserts for face-to-face fundraising with potential donors.

The 2014 Davey Award brings Hollister's total in international marketing, design, and communication competitions to 19 in the last three years.

Previously in 2014, Hollister earned three Gold Awards and an Honorable Mention in the international MarCom Awards competition. The Golds were for branding, interior magazine design and general communications, including one for the Orrery project. The Honorable Mention was for website design.

The 2014 Davey Awards competition received more than 4,000 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms, and public relations firms around the world. Entries were evaluated on a point basis and only those receiving a score of 70 to 89 were eligible for a Silver Award.

“This year’s Davey Award winners truly embody the idea of small firms with big ideas,” said Linda Day, Executive Director of the Davey Awards. “The work entered into this year's competition reflects a smart approach to creativity that highlights the capabilities and talents of small agencies worldwide.”

This is the second Davey Award won by Hollister Creative. In 2012, Hollister won a Silver Award in website design for Philadelphia's first Phorum technology conference. The Phorum conference is a program of the Greater Philadelphia Alliance for Capital and Technologies (PACT), a trade association for emerging growth companies in the technology and life sciences industries.

The four honors in the MarCom competition represent Hollister Creative's best showing to date for a single year.