

## NON-TRADITIONAL ADVERTISING MAKES AN IMPACT AT PITTSBURGH ADDYS.

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Pittsburgh agencies, like their peers around the country, are experimenting with viral campaigns, guerrilla marketing, mobile advertising and any other bright ideas that come along. The idea is to reach consumers in new and unexpected ways.

This type of marketing has also reached new levels of creativity at the Pittsburgh American

Advertising Awards. Adam Golomb, who serves as president of the Pittsburgh Advertising Federation, in addition to his day job as marketing director for the Eat'n Park Hospitality Group, said the new wave of innovation has been invigorating for the advertising community in part because small shops working with clients on tight budgets can do things that have a major impact, enabling them to compete effectively with bigger shops.

The judges, all from outside the region, awarded top prizes to Downtown-based Garrison Hughes, with one gold and seven silvers for projects done for law firm Reed Smith and the Heinz History Center. Other agencies with a significant load of prizes to carry to the car were Strip District-based Mullen, with one gold and nine silvers that included work for Point Park University's Pittsburgh Playhouse and Marshall retailer American Eagle Outfitters. Smith Brothers Advertising won two silvers in the nontraditional category for work done for Del Monte Foods Co. Strip-based GBL Inc. collected three silvers, two of which were for photography work and one for a print piece.

Bigger agencies took home awards, as well. Ten United, also Downtown, took four silvers, three of them for Web site projects; Marc USA, of Station Square, won three silvers; and Blattner Brunner won for a program for Zippo that used elevator doors to create an image that came together when the doors did. The local contest is the first of a three-tiered national contest held by the American Advertising Federation. Winners move on to compete at the district level and possibly, the national.