

french creative group

Agency Captures Top Honors and Most Awards at Annual Ad Club Addy Awards

How do you keep winning creative awards in the advertising industry year after year? How do you keep the creative "juices" flowing? How do you keep "creativity" from wandering down all the wrong corridors and ensure that your message is on target?

Teamwork.

And that's what you saw at the recent **44th Annual Advertising Club of Northeast Louisiana awards banquet**. On that night, **French Creative Group**, the regional branding, marketing, advertising and promotions agency headed by **Vici French**, took home a veritable bounty of Addy Awards - 25 - the most at the show.

But there was more. The **Best of Show Award** also went to French Creative for its "Smiles" newspaper campaign for **P&S Surgical Hospital** of Monroe. In addition, the agency then walked off with the **Best of Print Award** for its "There's More to a Machine Than Just a Machine" national magazine campaign for **Scott Powerline and Utility Equipment Company** of Monroe and McDonough, GA.

Still, there is more. French Creative recently was awarded another national **Telly Award** for its "Remote Banking" television commercial for **Progressive Bank**, North Louisiana regional bank. This is French Creative's 11th Telly Award in the last eight years, making French the most recognized national-awards agency in north Louisiana.

How did all that happen? Teamwork. Teamwork at French Creative Group. And teamwork with the client.

The agency views its working relationship with each client as a virtually seamless partnership, French said. One that's highly collaborative and personal, a true partnership with every member of the client-agency team contributing to a project - and all based on trust and mutual respect.

"We've tossed out of the window the old 'vendor-based' relationship," French said. "Every member of the team is able to contribute, resulting in a more strategic, pro-active, problem-solving process for marketing communications programs."

From creative team members **Heath Poole**, senior art director and **Richard Fournet**, who handles concept and copy, to account executive **Kristy Statham** and media buyer **Stacy Lewis**, the daily mantra is teamwork. The supporting administrative team members at the agency are as personally invested in helping clients achieve their objectives as are the core client team members.

According to French, no client gets handed off to second lieutenants. Each gets to work directly with the key agency people on their account. "You'll get what you're looking for - nuts and bolts marketing savvy and creativity that hits the ground running," Fournet said.

The agency's personal, synergistic team approach is dedicated to one thing: a client's success. A client's entire marketing communications plan is synchronized and integrated. And the total marketing impact is greater than the sum of individual com-

munications efforts.

Teamwork works, obviously. Now in its seventeenth year in Louisiana, the agency has garnered over 550 local, regional and national awards for its work. Regarding that 11th Telly Award, the agency is quick to note that "winning a Telly is always an honor because it represents recognition on a national level. It shows again that our work stands right there alongside the best work produced in the larger markets."

The Telly Awards is a national competition honoring outstanding non-network television commercials and programs and non-broadcast video and film production. Winners and finalists come from a large number of advertising agencies as well as corporations, production companies and television stations from all 50 states and foreign countries. Entries are not judged against each other. Each is judged against a high standard of excellence.

French is also mindful of the good relationship the agency has enjoyed with the community. "We are very appreciative of the support we've had through all these years from the community and, of course, from our many clients," she said.

French Creative Group is a Monroe-based agency that provides local, regional and national clients with advertising, marketing, branding, public relations, media services, event planning, Web and internet services. The agency has become a leader in providing social media services. Additionally the agency provides extended branding through **InPrint**, its advertising products specialties division and direct marketing through another wholly owned subsidiary, **Mail Works**.



French Creative Group at Addys Banquet (L to R): Brittany Jemerson, Traffic Manager; Vici French, President; Heath Poole, Senior Art Director; Richard Fournet, Concept/Copy; and Kristy Statham, Account Executive

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