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## **FCG Wins Gold International MarCom Award**

French Creative Group captured a Gold MarCom Award in the recent international 2011 MarCom Awards competition for its “On the Wings of a Hero” marketing campaign promoting the Chennault Aviation & Military Museum’s fundraising gala and banquet benefiting the museum’s planned expansion.

There were over 6,000 entries from the United States, Canada and several other countries in the competition. Entrants ranged from ad agencies and PR firms to media conglomerates and Fortune 500 companies.

Judges were industry professionals who looked for companies and individuals whose talent exceeded a high standard of excellence and whose work would serve as a benchmark for the industry. Winners were selected from over 200 categories in seven forms of media and communication efforts.

French Creative’s winning entry was a campaign that included a TV commercial, print ads, a poster, a press release, a microsite linked to the museum’s website for online ticket sales and sponsorships, as well as an invitation, an invitational letter, and a program and tickets for the gala.

“It was a great project to work on and a very worthy cause to support,” Vici French, president, said, “and it was certainly quite an honor to win recognition on this international level.”

The agency worked closely with Nell Calloway, Chennault Aviation & Military Museum director, and with China-based Huawei, the second-largest telecommunications equipment manufacturing company in the world with offices throughout the United States, the lead sponsor of the event.

French Creative Group provides local, regional and national clients with advertising, branding, public relations, media services, Web services and social media services, as well as advertising specialties and direct marketing through two wholly owned subsidiaries.