

For Immediate Release

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Insight Marketing Communications Wins Big Again at the ADDY Awards

February 26, 2010 – Navarre, Fla. – Insight Marketing Communications, Inc. received nine ADDYs® and one Judge’s Choice award last Saturday at the Emerald Coast Chapter of the American Advertising Federation’s ADDY Awards gala held at the Sandestin Golf and Beach Resort.

This is the second year in a row that Insight has been one of the biggest winners of the night at the ADDYs. Of the nine ADDY awards received, six of them were Gold and three were Silver ADDYs. Insight was also awarded the Judge’s Choice award, one of the most highly coveted advertising awards of the evening given for creative excellence for the Image Printing’s “Not A Do-It-Yourself” mixed-media campaign. The Gold ADDY awards were presented for Image Printing’s “Not A Do-It-Yourself” mixed-media campaign, Image Printing’s “Learn our Lingo” flashcards, Nighttown’s re-opening market campaign, Nighttown’s VIP re-opening campaign, Nighttown’s re-opening billboard campaign and Insight’s Christmas cards. The Silver ADDY awards were presented for the Santa Rosa Kids’ House website, the Santa Rosa Kids’s House logo and the “We Don’t Do Ugly” notepads for Insight.

The Emerald Coast ADDY Awards competition is held every year in the Destin area, and is the first of a three-tiered national competition conducted annually by the American Advertising Federation. The ADDYs are the considered to be the most competitive and the world’s largest advertising competition with over 60,000 national entries vying for the awards each year.

Insight Marketing Communications, Inc., evolved in early 2008 from the well established PR Girl, Inc., which was a firm opened by agency principal, Sabrina McLaughlin, APR in the spring of 2005. Insight specializes in strategic integrated marketing partnerships with and for its clients by providing a variety of services including: communication audits, traditional and viral advertising campaigns, graphic design, copywriting, media relations management, electronic commercial production, media buying, market research and organizational seminars. The firm has offices in Navarre, Fla. Panama City, Fla. and Phoenix, Az.

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