

BBG G Advertising Receives Prestigious Awards in Two Creative Categories

Written by Australian Business

CAMPBELL HALL, NY, September 16, 2013 **/24-7PressRelease/** -- BBG&G Advertising and Public Relations recently received marketing awards from The Summit International Awards (SIA) organization and The Telly Awards Council. BBG&G received honors in two creative categories - Website Design and Local TV/Local Cable.

Honored for creative excellence in the Summit International Awards (SIA), this Orange County NY advertising agency received recognition in this year's competition for its creative and effective website which was developed to boost tourism in Dutchess County. BBG&G was awarded Bronze in the category of Travel/Tourism/Nature website.

The SIA has established itself as one of the premier arbiters of communication excellence, recognizing creative best in class in advertising and marketing firms who have the marketing talent to go beyond the ordinary. Being recognized by the SIA brings a great honor to BBG&G and to Dutchess County.

"BBG&G understood the interactivity we wanted in our website and researched the best practices," said Mary Kay Vrba, Executive Director of Dutchess County Tourism. "It was important to us that our website was visitor friendly and engaging. Dutchess Tourism is continually updating the site and we wanted the site to capture the uniqueness of the County and all that we have to offer."

Following the website development award, BBG&G Advertising and Public Relations received recognition from the Telly Awards. The TV Commercial entitled "Girlfriends" was chosen as a Bronze winner in the 34th Annual Telly Awards, with nearly 12,000 entries from all 50 states and numerous countries.

The banking television spot was produced for Orange County Trust Company with headquarters in Middletown, NY. The TV commercial conveys how easy it is to switch to Orange County Trust - a friendly community bank that offers convenient business banking. June Bisel, partner at BBG&G, states "it was exciting to see our vision take shape during the filming of the Girlfriends spot. The personality of Orange County Trust needed to be very evident, and we feel the actors did an amazing job at bringing their personality to life."

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials as well as video and film productions. Winners represent the best work of the most respected advertising agencies, production companies, television

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stations, cable operators, and corporate video departments in the world.

"The messages we send to our customers and communities through all our advertising contain elements of the Bank's core values, so it is gratifying to see our agency, BBG&G Advertising, win a Telly in the expression of those values," said Terry Saturno, President and CEO of Orange County Trust Company.

BBG&G, established in 1997 by principals Deborah Garry and June Bisel, provides its clients with a full spectrum of advertising and marketing support, including branding strategies, design, website development, broadcast, e-marketing, public relations, social media, event planning and more. Garry and Bisel are regular contributors to local business journals on all aspects of advertising and marketing trends. BBG&G services a wide range of local and regional clients from its offices in Poughkeepsie and Campbell Hall with a specialized focus on the tourism, healthcare, education, financial services, B2B, and franchise promotion industries. For more information on BBG&G, visit BBGGadv.com, or call 845.615.9084. Find us on Facebook, Twitter, and follow our blog.