



Press Release

OVO AWARDED SILVER IN THE 2007 CREATE AWARDS COMPETITION

PHOENIX, AZ – (September 30, 2007) – OVO Creative Group (www.brandsbyovo.com) today announced that *The 2007 Create Awards* has named OVO as a “Silver Award Winner” in the category of Consumer Magazine Ad. OVO was selected for the “*He Looked Good on Paper*” campaign, for client Fuse, a professional placement company. This year’s entries spanned across the globe, and were judged by more than 20 leading professionals spanning eight creative industries. Only 235 awards were chosen out of the roughly 2,400 entries.

The Create Awards (www.thecreateawards.com) is produced by Create Communications, publishers of *Create Magazine*. The intense creative competition included 40 categories and 300 subcategories in eight major creative industries including: advertising and art direction, film and video, motion graphics, graphic communication, photography, printing and packaging, interactive, copywriting, self promotion, and student work from creatives all over the world.

We would like to thank all of our clients, friends and families for their continued support and inspiration. We also want to thank *Create Magazine*, the award’s architect, for fueling the professional creative community and providing an essential networking resource to the creative and business communities alike. Finally, thanks should also go to the award’s many sponsors including *Alienware, HP, Adobe, Microtek, Pantone, NEC, Wacom, Corel, Kodak*, and *NewPage*, who also recognize the need to reward top creative talent.

The winning ad “*He Looked Good on Paper*” can be viewed online at: www.brandsbyovo.com/casestudies/index.php?id=137

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About OVO

OVO is a creative consultancy that specializes in naming, brand identity and strategic design for businesses seeking to launch, grow or reinvent themselves. Recognized for their deep knowledge of brand positioning and a true advisory approach to client service, OVO provides brand identities from concept to execution for clients in a broad range of industries. The company's strategic branding expertise spans all design disciplines from brand identity, to print, packaging, new media and environmental design. OVO's founding philosophy is centered on design as a functional, relevant, compelling and clear cornerstone of serious brands—and ultimately “where brands are born”.

About Create Magazine

Create Magazine's mission is to inform, connect, inspire and educate creative professionals. First published in 2001, Create Magazine is an award-winning, bimonthly creative industry magazine published for those who produce or require creative services and products. As a networking resource, Create Magazine provides an insider's perspective on the people, news, trends and events that influence both local and national advertising and creative production industries. With five regional editions nationwide, each issue features articles by local community leaders who are the trusted source for information and commentary on the Advertising, Design, Printing, Photography, Film and Video, Animation and New Media industries, in addition to national content from industry experts. To find out more, visit Create Magazine online at createmagazine.com.

The Create Awards

The Create Awards is one of the top competitions for working creative professionals across the nation and is open to all creative professionals and students working in advertising, film and video, motion graphics, graphic communication, photography, printing, interactive media, and copywriting.

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