



impagination inc.

FOR IMMEDIATE RELEASE

Impagination Inc. places in Top International Award – 2016 Summit Creative Award

Toronto, Ontario, Canada – October 7, 2016 – Creative marketing firm Impagination has been named Bronze winner in the 2016 Summit Creative Award® competition for its creative client appreciation campaign and holiday greeting called, “Simply Remarkable”.

The Impagination campaign was one of more than 5,000 submissions from 21 countries.

“At Impagination we have a strong commitment to thrilling and appreciating our clients. It is important to thank our clients for inspiring us to constantly do our best for them,” said Laural Carr, Impagination’s Founder and Creative Business Development Director.

The Summit Creative Award (SCA) recognizes and celebrates the creative achievements of small- and medium-sized advertising agencies worldwide with annual billings under \$30 million. Celebrating its 22nd year, the SCA has firmly established itself as the premier arbiter of creative excellence for firms of this size and being named a winner has become a coveted honor.

Entries in 20 major categories are judged against a stringent set of standards. During its blind judging (entering company names withheld) judges search for and identify innovative and creative concepts, strong executions and user experience, as well as the ability to communicate and persuade. Winners were selected in a wide-range of categories from print and broadcast to online advertising and social media.

“Winning a Summit Creative Award is a significant accomplishment in one’s career,” said Jocelyn Luciano, Executive Director for the Summit International Awards (SIA). “With vetted judges, tough judging criteria, two-phase blind judging processes and strict bylaws limiting winners, only deserving entries receive recognition. The creative work this year was outstanding. Watching the judges debate the details of individual entries in the run-off for the tops spots was inspiring.”

“This is Impagination’s 15th Summit Award in 15 years, including a prized Marketing Effectiveness Award,” said Carr. “Impagination is passionate about helping develop new business by identify our client’s best client and their unique approach to quickly and easily convert their network into their ambassadors.”

About Impagination

Impagination celebrates 30 years of creating red-hot business development campaigns. It knows what is involved in pivoting, having strategically repositioned several times over three decades to embrace changes in technology, media and communication. At its core is the ability to quickly zero-in on what uniquely differentiates its clients accompanied by an easy-to-execute strategy and remarkable marketing tools that deliver continuous results over the long-term.

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