

ADDIES ADD UP FOR LOCAL AGENCY

-Bounce wins 3 golds, 1 silver in national advertising competition-

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The Bounce Agency Inc., the Greenville advertising firm, continues to get kudos for creative work produced for two clients last year, with the latest honors coming on a national stage.

The work for the Greenville Literacy Association and local brewery Thomas Creek won three Gold Addy awards and one Silver Addy award during the American Advertising Federation's national competition, the industry's largest awards contest.

Separately, Jeffrey Sheldon of Bob Jones University won a Silver Addy award in student competition.

The 49-year-old Bounce, formerly known as Leslie Advertising, had never before won an Addy at the national level, said John McDermott, president and creative director at the downtown agency.

"It's a bit of a creative milestone I would say for us," he said.

Peyton Lewis, president of AAF Greenville, the local chapter of the American Advertising Federation, said such national recognition boosts Greenville's reputation within the industry and helps local agencies recruit talent.

"Agencies have such a hard time recruiting talent to Greenville because nobody thinks of Greenville as a creative hot spot," said Lewis, marketing project manager for The Cliffs Communities Inc.

At least three other Greenville advertising agencies -- Erwin-Penland Inc., Brains on Fire Inc. and the defunct Henderson Advertising -- have won national Addy awards in previous years, Lewis said.

Entries must win at local and regional Addy contests before advancing to national competition.

Bounce won one of the Gold Addy awards for a poster campaign promoting Thomas Creek Brewery of Greenville. It won the other two Gold Addy awards and the one Silver Addy award for a multi-media campaign promoting the literacy association's annual book sale. The awards will be presented to Bounce during the American Advertising Federation's awards show in Atlanta on June 10.