

In the
SPOT *light*

The WorkSource Wins Two ADDY Awards

Each year, advertising and public relations agencies in our region compete for the prestigious ADDY awards for their creative works. Each year, Gilbreath Communications enters products and campaigns of its best work, including some they have done for The WorkSource. Competition is fierce and only the best creative works come out winners.

On February 9, Gilbreath received two awards from the American Advertising Federation – Houston chapter for The WorkSource child care marketing campaign targeting area employers and their employees. The campaign, featuring Harvey the Bee on child care financial assistance materials, received a Citation of Excellence in the category of Public Service Single Medium Campaign. A large acrylic postcard mailer sent to area employers, also featuring Harvey, won second place (a Silver ADDY) in the category of Public Service Direct Marketing.



This is the first time The WorkSource has won in one of the top two ADDY categories!



*Congratulations
Harvey!*