

As Seen In Graphic Design: USA

Awards Annual

Kelley Communications Group received two awards in the prestigious 2000 American Graphic Design Awards competition, sponsored by Graphic Design: USA magazine.

The awards were for direct mail brochure design and poster design, and were selected from more than 10,000 entries nationwide.

The winning KCG entries were also featured in the Graphic Design: USA 2000 Design Annual.



KCG's winning entries were created for Sterling Commerce and Qwest Communications. For Sterling's e-community development product launch, KCG developed an eye-catching direct mail brochure with a translucent envelope and innovative die-cut that reinforced key product attributes.

The Captain Qwest campaign took top honors in the poster category.

In this communications initiative, KCG was given the mammoth task of motivating a key department to triple productivity for an extended period of time. KCG's super hero concept was immensely popular with the employees and provided many opportunities for clever tie-in promotions.

Kelley Communications Group is a full service advertising, design and promotions company. In the past 2 years, KCG has received over 80 design and marketing awards in local, regional and national creative competitions.

recognized

Sterling Commerce

Client: Sterling Commerce
Project: e-Community Development-Mailer
Art Director: Kevin Ronnebaum



Qwest Communications Inc.

Client: Qwest Communications Inc.
Project: Captain Qwest Campaign
Art Director: Kevin Ronnebaum
Illustrator: Mario Noche

