

## Staples Marketing, LLC Wins Five ADDY Awards

(Pewaukee, WI...March, 2010) Staples Marketing, LLC ([www.staplesmarketing.com](http://www.staplesmarketing.com)) received a total of five ADDY® awards at the ADDY Awards Gala hosted by American Advertising Federation (AAF) - Madison chapter on Saturday, February 27, 2010 at the Monona Terrace Convention Center in Madison, Wisconsin. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising.

Staples Marketing won a Gold ADDY for a television spot that encourages Wisconsin residents to use a seat belt: "Reality Seat Belt", produced for the Wisconsin Department of Transportation (WisDOT) ZERO IN WISCONSIN campaign. The agency also won four Silver ADDY Awards for work created for WisDOT – in the categories of Public Service, Television and Public Service, Mixed Media. The agency won for spots discouraging drunk driving, "Bloody Hands", and encouraging seat belt usage, "Do Over Ticket".

Staples Marketing ([www.staplesmarketing.com](http://www.staplesmarketing.com)) was selected by the Wisconsin Department of Transportation (WisDOT) in mid-2008 to be its agency of record for developing a new statewide traffic safety campaign. The ZERO IN WISCONSIN campaign ([www.ZeroInWisconsin.gov](http://www.ZeroInWisconsin.gov)) was launched in January 2009. It is aimed at reducing the number of preventable traffic fatalities on Wisconsin roadways to zero. ZERO IN WISCONSIN makes use of sound research into what drives behavioral changes and social marketing strategies combined with compelling advertising and public relations tactics. Since the campaign launched, WisDOT reported an eight percent reduction in deaths on Wisconsin roads, and the fewest deaths recorded since 1944.

Established in 1985, Staples Marketing provides advertising, public relations, marketing, Web and digital strategies and social marketing services for both business-to-business and consumer clients. The agency's business expertise, focus on results, and quality customer service deliver consistent, on-target results for its clients. For more information, visit the agency's Web site at [www.staplesmarketing.com](http://www.staplesmarketing.com) or call: 262-650-9900.

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