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Element Wins Three ADDY Awards for Creative Work

Two gold-winning projects move on to district competition

DE PERE, Wis. – [Element](#), a full-service advertising and web development agency with two locations in Northeast Wisconsin, won three ADDY Awards at the American Advertising Federation [Fox River Ad Club's](#) 2020 ADDY Awards Show Friday, Feb. 21. The company received two golds, one for its work on the [Aspen Ridge website](#) and one for an Element self-promotional mailer, and a silver for the [Marion Body Works website](#).

“To be recognized for our work on these projects speaks volumes to the strength of our team and the amazing products it creates,” said Lance Peroutka, Element agency director and principal. “It takes a lot of collaboration and creative effort to bring these projects to life for our clients, and I’m proud of our team for its dedication to producing innovative solutions.”

Gold ADDY winners are acknowledged as the highest level of creative excellence and judged superior to all of the other entries, qualifying them for district competitions. Silver ADDY work is considered outstanding and worthy of recognition at the local competition.

The Aspen Ridge website was redesigned to modernize the brand, incorporating new colors and textures that bring its natural attributes to life. Paired with fresh photography and strong messaging, the design focuses on freshness, unique graphic treatments, and a light color palette. The end result is a site that is attractive to the wide range of Aspen Ridge consumers.

The Element self-promotional mailer was created in alignment with the launch of Element’s new website and branding. A strong design and detailed information on the mailer showcased Element’s integrated marketing capabilities and inspired new business relationships.

The Marion Body Works website was redesigned to create an experience that highlighted the company’s commitment to its mantra, “Customized to Drive Greatness,” which places emphasis on the fact that each project and truck is customized to empower customers to be great at what they do. The website is used to promote Marion’s full line of capabilities, showcase its latest designs and builds, and share the company’s knowledge and expertise.

Photos of the winning projects are available for media use [here](#).

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About Element

Element is a full-service integrated marketing agency with more than 80 clients in both B2B and B2C industries. Our mission is to boost our clients’ bottom lines using a strategic, research-driven approach that aligns creative campaigns, digital marketing, public relations, and more to keep sales prospects on

the path to purchase and engaged with a brand. We pride ourselves on honest communication with clients and our down-to-earth, “Get Real” culture. Learn more and see our work at goelement.com.

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