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The Focus Group Wins 25 Addy Awards in 2014 AAF Competition

GULFPORT, MISS. February 19, 2014 – The Focus Group, a full-service branding, advertising and marketing firm on the Mississippi Gulf Coast, was awarded an unprecedented 25 awards from the American Advertising Federation, Gulf Coast Chapter, during the annual Addy Awards program at the IP Casino on February 15, 2014.

The 25 awards included five (5) of the competition's top gold awards: *Art Director of the Year* (Cecelia Shabazz), *Copywriter of the Year* (Dana Sleger), *Copywriter of the Year* (Mara Joffe), *Best of Show* for the "Every Shrimp Has a Tale" Digital Campaign for the Mississippi Hospitality & Restaurant Association and *Best of Interactive* for the Responsive Website for the "Every Shrimp Has a Tale" campaign.

"The credit goes to our great team," says Focus Group Creative Director Cecelia Shabazz, named *Art Director of the Year*. "We are building our team with talented individuals, and the result is not only satisfied customers, but awards like this!"

The Focus Group was recognized for excellence in nine core judging areas and 18 sub-categories for its work in collateral design, direct marketing, television advertising, print advertising, web design, digital and social media campaigns, editorial features, photography and illustration.

In addition to the five top gold awards, the panel of out-of-state judges awarded The Focus Group 11 more Gold Addys and nine Silver Addys for work done on behalf of eight diverse clients: Cain Cattle Company, Gulf Coast Community Foundation, Mississippi Coast Coliseum & Convention Center, Mississippi Hospitality & Restaurant Association, Mississippi Museum of Natural Science Foundation, Randy Barras Salon and The Shed BBQ & Blues Joint.

Says Focus Group Manager/Director Allison Buchanan, "We've got a lot to be proud of. We are a young agency that is doing really effective, cutting-edge work to help our clients. To receive awards for that work is further validation for our team!"

All gold awards will advance to the Regional and possibly National competitions over the next few months.

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The Focus Group is a full-service branding and advertising agency with offices in Gulfport and Pascagoula, Mississippi. Founded in 2009, the agency excels in traditional and new media advertising and marketing along with branding, web development, new media, social media, video production and animation and public relations. For more information, visit www.focusgroupms.com.

