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DAVINCI
DIRECT

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DAVINCI STRIKES GOLD AT PRESTIGIOUS AWARDS COMPETITIONS!

PLYMOUTH, MA, August 27, 2008 – DaVinci Direct has won several awards for creative excellence and outstanding client results at recent national and regional awards competitions.

In the 2008 Gold Awards for Fundraising Excellence competition, published in the September 2008 issue of Fundraising Success magazine, DaVinci picked up a Gold Award for their “Annual Review” donor renewal package for the Rhode Island Community Food Bank. The agency also won a Silver Award for this same package in the prestigious “Package of the Year” category.

At the Annual New England Direct Marketing Association (NEDMA) Awards Competition, DaVinci walked away with eight awards, one of the highest totals of any fundraising agency in the competition this year. DaVinci won three Gold Awards, two Silvers and three Bronze awards for their work for several different clients. The NEDMA Awards Show is one of the largest and most highly respected regional shows of its kind in the country.

“We won in several different categories,” says Steve Maggio, DaVinci’s president and chief creative officer, “which I think shows the depth and breadth of our creative talent – for a variety of media. We won two Gold Awards in the print category, plus four awards for traditional direct mail packages, plus another Gold in the Dimensional Direct Mail Category.”

DaVinci also won a Silver Award in the Integrated Media Campaign category for a program the agency created for Team Hole in the Wall, a special event fundraising vehicle for the Hole in the Wall Camps. These camps, founded by actor Paul Newman, are special places where children with cancer and other life-threatening diseases can experience the magic of summer camp while receiving the very best medical care.

“They needed a multi-media campaign in a very short period of time,” says Maggio, “and I am very pleased with how our team delivered.” DaVinci Direct created Print Ads, Direct Mail and Web banners that helped Team Hole in the Wall vastly exceed the results of their prior year’s fundraising performance. “We also won awards for the Muscular Dystrophy Association and Crossroads for Kids,” he added.

The agency won four awards in the 2007 NEDMA competition, including three Golds, bringing their two-year total to 14 awards – seven Gold, two Silver and five Bronze. “DaVinci Direct has been growing steadily and we now have 13 great clients, with many exciting campaigns on the horizon this fall and winter,” says Maggio. “We look forward to earning more awards next year, and more importantly, increasing revenue for the clients we are proud to serve.”

DaVinci Direct is a Plymouth, MA based full-service direct response agency specializing in integrated media fundraising and marketing. For more information about DaVinci Direct, please contact Steve Maggio at (508) 746-2555, extension 11, or via e-mail at steve@davinci-direct.com.

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