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LIVING THE UNEXPECTED™

M/C/C Earns Four Davey Awards for Social Media and Video Initiatives

DALLAS – Nov. 14, 2012– Dallas-based, integrated marketing agency [M/C/C](#) recently earned four Silver International [Davey Awards](#) for its creative work on behalf of clients, [Trilogy Circuits](#) and [Privus Mobile](#), as well as projects for M/C/C. Showing that mid-size agencies can produce big ideas, M/C/C designed and produced three videos, in addition to the launch of a company [Google+](#) page.

The International Davey Awards honor the achievements of the "Creative Davids" who derive their strength from big ideas, rather than big budgets. Winners for the prestigious 2012 awards were recently announced in New York City and included more than 4,000 entries from around the world.

M/C/C's first award was in the Online Advertising and Marketing category for its "[Anything You Can Imagine](#)" video for Trilogy Circuits, provider of turn-key services for the development of electronic circuit boards. As an elite manufacturer in its industry, M/C/C aimed to convey Trilogy's high-end appeal in the look and feel of the video. The video portrays a day in the life of Trilogy and does so in a simple, sleek manner.

M/C/C was also awarded for its "[Infection](#)" video for Privus Mobile in the Online Advertising and Marketing category. As a subsidiary of [Accudata Technologies](#), Privus Mobile provides real Caller ID service to wireless handsets, giving users greater control over who they talk to and when. The "Infection" video serves as an announcement for Privus Mobile's new mobile game, "Swine Flew," which was launched in June and is available to all Android, iPhone, iPad and iPod users. With the help of industry resources, M/C/C used its knowledge and expertise to create a professional animation on a finite budget. This mobile application is an addictive game of both skill and chance with the theme of a "swine flew" outbreak.

The two remaining Silver Davey Awards were presented to M/C/C for work on its own behalf. This first award was for the creation of its "[Snow-Motion](#)" video, which was used as part of M/C/C's 2011 holiday e-greeting. The e-greeting was designed in an HTML email, and the video was embedded on a landing page, allowing easy viewing access for nearly 500 recipients of the email blast.

"In the making of this video, we wanted to stay true to our agency's motto of living the unexpected. In order to carry this through, we used office supplies to bring our agency to life in the unexpected form of an animated snowman, as well as showcase our animation capabilities," said Todd Brashear, vice president of creative, M/C/C.

M/C/C proved its expertise in both creativity and social media through the execution of its “[Ghost Town](#)” cover photo on its Google+ page. With its cutting-edge design and animation, the cover photo not only makes a statement, but also shows the true M/C/C brand.

“We were able to combine knowledge in the marketplace with innovative techniques to provide award-winning work that displayed the expertise of both our agency and our clients’ companies,” said Mike Crawford, president, M/C/C.

The Davey Awards is judged and overseen by the [International Academy of the Visual Arts \(IAVA\)](#), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership represents a “Who’s Who” of acclaimed media, advertising, and marketing firms including: Sotheby’s Institute of Art, Yahoo!, Estee Lauder, Wired, Insight Interactive, The Webby Awards, Bath & Body Works, Brandweek, Polo Ralph Lauren, ADWEEK, Alloy, Coach, iNDELIBLE, MTV, Victoria’s Secret, HBO, The Ellen Degeneres Show, Myspace.com, and many others.

About M/C/C

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing, social marketing, video production and research for companies ranging from growing startups to global leaders. Several of M/C/C’s clients dominate their industries, including Texas Instruments, CapRock Communications, CommScope and Chuck E. Cheese’s. The agency’s mantra, “living the unexpected,” has not only helped clients exceed their marketing goals, but has also consistently made M/C/C one of the top PR, social media and ad agencies in Dallas for 26 years. For more information, please visit <http://mccom.com>.

About Trilogy Circuits

Trilogy Circuits provides turn-key services for the development of electronic devices and products. From printed circuit board (PCB) design to fully assembled boards as well as complete box and cable assemblies, Trilogy helps its customers achieve a faster time-to-market in an efficient manner. Trilogy Circuits has achieved an [extensive list](#) of industry certifications including AS9100C Aerospace Quality Standard System Certification in 2011. The company is headquartered in Richardson, Texas. For more information, visit www.trilogycircuits.com.

About Privus Mobile

I D YOU LLC, a wholly owned subsidiary of Accudata Technologies, has launched the industry-first Privus Mobile service, which provides real Caller ID service to wireless handsets, giving users greater control over who they talk to and when. Privus Mobile is available for Windows Mobile, Android, Symbian and BlackBerry devices through Handango, Handmark, AT&T Market, Privus Mobile’s website, Mobile2Day, Windows Mobile Market, Google Play and BlackBerry App World. Privus Mobile’s iPhone application, iPrivus, is available at the App Store.

I D YOU LLC, which is focused on providing the most comprehensive Caller ID service available, is headquartered in Allen, Texas. For more information, visit www.privusmobile.com.

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