



News Release

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MCC Wins a Telly – *Naturally*

Dallas, Texas – May 4, 2010 – [M/C/C](#), a Dallas-based, full-service marketing communications firm specializing in advertising, public relations, Internet marketing and social media, recently earned a Bronze Telly Award in the Food and Beverage category for an online video produced for Chisholm Trail Longhorn Beef (CTLB). The award-winning video, featured on www.eathealthybeef.org, depicts scenes from the ranches that provide Chisholm Trail Longhorn Beef, a rancher-owned and operated cooperative that raises longhorns locally on family ranches around Texas. Once again, M/C/C’s successful formula of ingenuity and creativity through the scripting, production and editing of the online video, proved the power of simplicity.

“Being able to tell a client’s story visually, in a way that appeals to consumers is one thing, but being able to do so efficiently, cost-effectively and without sacrificing quality, is another,” said Mike Crawford, president and founder of M/C/C. “We knew this video would be a testament to M/C/C’s resourceful thinking, and feel proud to have that confirmed by the members of the Silver Telly Council.”

When it comes to meat, CTLB believes people should know where their beef is coming from and what’s in it. It was necessary to convey that transparency and all-natural approach in the online video to further appeal to CTLB’s customers. By leveraging the

unbridled creativity and resourcefulness of its in-house staff, M/C/C was able to efficiently and cost-effectively produce an inspiring video that resonates with the health conscious CTLB target consumer.

“M/C/C’s team did a great job of capturing the essence of the unique values we hold when it comes to nourishing people,” said Chisholm Trail’s Truman Wolf. “The video is the perfect way to spread consumer awareness about the many advantages of eating longhorn beef.”

For more than 30 years, with more than 13,000 entries annually and a judging panel comprised of the video industry’s top leaders, the prestigious [Telly Awards](#) has been the premier award honoring outstanding local, regional and cable TV commercials and programs; premium film and video productions; and groundbreaking Web commercials, videos and films. Telly Award winners represent the finest work of the most reputable advertising agencies, production companies, television stations, cable operators and corporate video departments in the world.

About M/C/C

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing and research for companies ranging from growing start-ups to global leaders. Several of M/C/C’s clients dominate their industries, including Alienware, CapRock Communications, L-3 Communications Infrared Products and SYSTIMAX Solutions. The agency’s mantra of “living the unexpected” has not only helped clients exceed their marketing goals, but it consistently has made M/C/C one of the top PR and ad agencies in Dallas for more than 20 years. M/C/C’s Web site is <http://www.mccom.com>.

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