



News Release

Contact

Whitney Hopper
972-480-8383 x 231
Whitney_Hopper@mccom.com

M/C/C Adds Another Award to 2009 Creative Collection

Dallas – Oct. 27, 2008 – M/C/C (www.mccom.com) has plenty to smile about these days. In addition to welcoming several new clients over the past three months, the Dallas-based full-service marketing firm took home Gold at the Creativity 39 Awards for excellence on the electronic direct mail campaign appropriately titled, “Happiness.” The campaign was created for M/C/C client TeamSupport.com. “Happiness” used a bold play-on-words to capture the e-mail audience’s attention and helped TeamSupport.com stand out in a crowded marketplace. The award marked M/C/C’s ninth Creativity Award over the past three years, taking home seven in 2007 and one more in 2008.

“The ‘Happiness’ campaign was an aggressive concept that the client really got behind, and we’re thrilled that our industry peers recognized the boldness and true creativity of the e-mail,” said Mike Crawford, president and founder of M/C/C. “In this economic climate, that aggressive mentality can set your company apart from the competition. Whether it’s through e-mail blasts, print and online advertising, news releases or another marketing vehicle, M/C/C helps clients get more out of their marketing budget by crafting campaigns that reach targeted audiences effectively – just like we did for TeamSupport.com. It’s that hard work and creativity that spurs these awards and allows us to prosper while other agencies have remained stagnant. I guess you could say that’s what sets us apart from the competition.”

M/C/C is a full-service, integrated agency with more than 23 years in the technology marketing, advertising and public relations field. Earlier this year, M/C/C won a Telly Award for production on the [Privus Mobile](#) commercial, “Harry Sasquatch.” M/C/C received Bronze in the Telecommunications/Internet Service category. The Telly Awards is the premier award honoring outstanding local, regional and cable TV commercials and programs; the finest film and video productions; and groundbreaking Web commercials, videos and films. It was the first Telly Award for the agency.

To check out the award-winning “Happiness” campaign, visit blog.mccom.com.

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 Texas Instruments, CapRock Communications and CommScope Enterprise 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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