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## M/C/C Wins Three Telly Awards for Its Innovative Video Storytelling and Production

*Agency receives high honors for its video production work in the B2B and B2C space*

**DALLAS – June 19, 2013** – Dallas-based integrated marketing communications agency, [M/C/C](#), continues to celebrate this spring's award season by adding three prestigious [Telly Awards](#) to its collection of award-winning video work. Known as one of the greatest industry achievements, the Telly Awards honor outstanding local, regional and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. The agency won one Silver Telly for its promotional video for [Trilogy Circuits](#) and two Bronze Telly Awards for its own holiday, e-greeting video and client [Privus Mobile](#)'s "Swine Flew" video. With nearly 11,000 entries from the U.S. and numerous countries, the agency is proud to have its video production work listed next to the best brands in the world.

M/C/C earned the highest honor of a Silver Telly for Trilogy Circuits' "[Anything You Can Imagine](#)" video. The video creatively portrays the assembly of electronic circuit boards by highlighting the design, fabrication and assembly of the boards showing that the company provides 'anything you can imagine.'

"When we produce a video for a client, we learn as much as we can about their brand so we can create a multi-sensory story that displays their product or service, while remaining true to what they do," said Todd Brashear, vice president, creative of M/C/C. "For example, we followed Trilogy Circuits' own three-part production process from the design to the manufacturing of its circuit boards. In doing so, we gave the company's circuit boards and associated technology a beautiful story through video."

M/C/C also earned two Bronze Telly awards. The first was for Privus Mobile's "[Swine Flew](#)" video. The agency conceived an animated video around the theme of the farm animals in the mobile game/App. The second Bronze Telly was awarded for M/C/C's holiday, e-greeting video titled, "[Nutcracker Suite 275](#)." Featuring a five-foot tall nutcracker that leaves nutshells everywhere and plays practical jokes on all employees, M/C/C's holiday video demonstrates the culture of the agency and a creative take on seasonal greetings. The holiday video was distributed via email and social networks to clients, partners and friends of the agency during the holiday season in 2012.

"M/C/C utilizes its knowledge and expertise to produce innovative videos that fit our clients' brands," said Mike Crawford, president of M/C/C. "We are honored to be recognized for our video production and storytelling and are proud of the success we have achieved for our clients."

Approximately 25 percent of entries are chosen as winners of the Bronze Telly, while less than 10 percent of entries are chosen as winners of the Silver Telly.

"The Telly Awards has a mission to honor the very best in film and video," said Linda Day, executive director of the Telly Awards. "M/C/C's accomplishment illustrates their creativity, skill and dedication to their craft and serves as a testament to great film and video production."

**About M/C/C**

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing, social media marketing, video production and research for companies ranging from growing start-ups to global industry leaders. Several of M/C/C's clients dominate their trades, including Texas Instruments, Harris CapRock 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 public relations, social media and advertising agencies in Dallas for more than 26 years. For additional information, please visit <http://mccom.com>, or M/C/C's social media properties on [Facebook](#), [Twitter](#), [LinkedIn](#), [Google Plus](#) and [YouTube](#).

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