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BERNSTEIN-REIN WINS GOLD THREE TIMES OVER

KANSAS CITY, Mo. –Bernstein-Rein has won three national gold ADDYSM awards at the American Advertising Federation’s National ADDY Awards held in Orlando, Fla.

Bernstein-Rein won gold ADDYsSM for work on behalf of three clients: the Advertising Icon Museum – Brochure, Julian Restaurant – Branding Campaign, and for our own BR Interactivisim – Self-Promotion, Interactive.

“To be recognized by our peers in the advertising industry is a great honor,” said Steve Bernstein, president of Bernstein-Rein. “We strive to do great work for our clients and partners every day, so when we’re honored by the AAF for our talent and creativity it reaffirms that being true to our vision creates excellent advertising.”

Bernstein-Rein also took home a Silver ADDYSM for its work with McDonald’s on the Filet-O-Fish Poly Bag.

About Bernstein-Rein:

Grounded in the agency philosophy of “Be Real,” Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real brand differentiation that inspires consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to bernsteinrein.com to see a list of clients and award-winning work.

About the ADDYs:

With over 60,000 entries annually, the ADDY Awards are the world's largest and arguably toughest advertising competition. The ADDY Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world.

About AAF:

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the “Unifying Voice for Advertising.” The AAF is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry and 8,000 advertising students. The AAF has a national network of 200 Ad Clubs located in ad communities across the country. Through its 226 college chapters, the AAF provides students with real-world case studies and recruitment connections to corporate America. The AAF also has nearly 100 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation’s leading brands and corporations. For more information, visit the AAF’s website at www.aaf.org.

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