



The Martin Hall Agency
P.O. Box 6010
Morgantown, WV 26506
martinhallagency.com

CONTACT:
SeVohn Hunter
Executive Director, Public and Media Relations
sbh0006@mix.wvu.edu
304-886-3787

FOR IMMEDIATE RELEASE
February 24, 2020

MARTIN HALL AGENCY AWARDED GOLD, SILVER ADDYS

MORGANTOWN, W. Va.— The Martin Hall Agency (MHA) has been awarded four American Advertising Awards (ADDYs) in the West Virginia chapter of the American Advertising Federation (AAF)’s 2019 student competition. The ADDY Awards recognizes professionals and college students who have created outstanding work in creative advertising.

MHA’s fall 2019 staff produced exceptional work with the “Don’t Box Me In” First Amendment Day campaign. MHA was awarded a Gold ADDY award for a series of posters designed to promote the First Amendment Day events. One Silver ADDY was awarded for the “Don’t Box Me In” cross-platform campaign, which included an animated promotional gif, posters, banner, social media hashtag campaign (#1ADay), media release, PSA/radio ad, t-shirt design, and a promotional video. The second Silver ADDY was for the “Don’t Box Me In” t-shirt design, and the third Silver ADDY was awarded for MHA’s new logo, watermark, insignia and brand guideline book.

“These professionally vetted awards confirm the outstanding work and dedication of our students and faculty. We are excited to see MHA continue to grow and mature and are confident

there are many more awards to come,” said Dr. Diana Martinelli, Dean of the Reed College of Media.

MHA was developed into a course-based experiential learning program in 2019 and focuses on fulfilling WVU’s land grant institutional mission of strengthening the communities in which it serves by aiding local businesses and nonprofit organizations with strategic communication strategies and campaigns. The work of the 2019 MHA staff was led by Dr. Jennifer Harker, assistant professor of strategic communication; and the MHA design team was mentored by Justin Clem, multimedia specialist at the WVU Alumni Association and a WVU alumnus.

The “Don’t Box Me In” First Amendment Day campaign was funded by a generous grant from the “1 for All” initiative at the Free Speech Center at Middle Tennessee State University.

Martin Hall Agency (MHA) is an award-winning student-run Ad+PR agency that services clients in the Morgantown area and throughout the state of West Virginia. MHA focuses on innovation, inclusivity and insight in all client work and provides West Virginia University’s Reed College of Media students a real-world agency experience. For more information please visit www.martinhallagency.com or follow on Twitter: [@WVU_MHA](https://twitter.com/WVU_MHA).

American Advertising Federation (AAF) is a national professional association made up of advertising and creative professionals and students. The AAF recognizes and rewards creative excellence in advertising annually through the American Advertising Awards. AAF’s ADDYs is one of the industry's largest creative competitions, attracting nearly 35,000 entries each year, according to AAF.org.

###