

# SUMMIT<sup>®</sup>

I N T E R N A T I O N A L  
A W A R D S

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## **Bio Design Works Takes Top International Creative Awards - The 2007 Summit Creative Awards**

Bio Design Works is a best of show silver and bronze winner in the 2007 Summit Creative Awards® competition for its creative work for:



Client: Daniel J. Cox - Natural Exposures Inc.  
Winning Web Site: [www.naturalexposures.com](http://www.naturalexposures.com)  
Win Level: Silver



Client: Frontiers North Inc.  
Winning Web Site: [www.frontiersnorth.com](http://www.frontiersnorth.com)  
Win Level: Bronze

Bio Design Works is honored and excited to have been chosen among thousands of entries to be included in this years list of creative web site winners. Allot of hard work went into the design and implementation of each web site. Bio Design Works is excited to have had the opportunity to work with two outstanding clients and we thank both of them for giving us the creative freedom to stretch our design legs and create something out of the ordinary.

The Summit Creative Awards recognizes and celebrates the creative accomplishments of small and medium sized advertising agencies and other creative groups with annual billings of \$25 million or less. Over the last decade, the competition has established itself as the premier arbiter of creative excellence for firms of this size.



This year's panel of international judges included:

- Louai Alasfahani, Managing Director/Creative Director, Paragon Marketing Communications - Kuwait
- Thomas Bonde, Art Director, SP3 – Denmark
- Simon Coffin, Art Director, Turner Studios – United States
- Rodney Durso, Creative Director, Stormhouse Partners – United States
- Frank Hoeffler, Art Director, TBWA – Germany
- Prentice Howe, Creative Director, Door Number 3 – United States
- Jeff Fisher, Engineer of Creative Identity, Jeff Fisher LogoMotives – United States
- Ilan Geva, Principal + Creative Director, Ilan Geva & Friends – United States
- Mario Hoffmann, Senior Art Director, Ogilvy & Mather – Germany
- Christopher Mackay, Technology Director, Tantramar Interactive Inc. – Canada
- Christopher Jones, Principal + Creative Director, Stellar Debris Creative Studios – Japan
- Norman Miron, Creative Director – Interactive, Marketel – Canada
- Lasha Orzechowski, Owner + Creative Director, Velocity Design Works – Canada
- Palle Victor Rasmussen, Creative Director, SP3 – Denmark
- Tom Roy, Executive Director, Corporate Communications, Promoseven Network Inc – Dubai
- David Ross, Group Copy Supervisor, Quantum Advertising – United States

Entries in 13 creative categories are judged against a stringent set of standards. During the blind judging events (entering company names withheld) judges search for innovative and creative concepts, strong executions and the ability to communicate and persuade.

“Winning a Summit Creative Awards is a significant accomplishment. The combination of our excellent judges and the tough judging criteria ensures that only deserving entries receive Summit recognized.” Said Jocelyn Luciano, Executive Director for the Summit Awards. “It was an exciting year to watch and listen to the judges debate the details of individual entries. Making the hard decisions of which ones receive the top spots is hard.”

This year's creative competition included companies from the following twenty-six countries: Australia, Austria, Belarus, Bulgaria, Canada, China, Croatia, Denmark, Kuwait, Malaysia, Mexico, New Zealand, Northern Ireland, Papua New, Russia, Singapore, South Africa, Thailand, Ukraine, United Arab Emirates, United Kingdom and United States.

Winners were selected in categories that include print, broadcast, emerging media, online advertising, marketing materials, direct mail, political, corporate video, public service, best idea never produced, industry self-promotion and student competition.

Additional information about the International Summit Awards organization, its competitions and winning firms can be found on the Summit Awards web site at <http://www.summitawards.com>.

(Background about winning company including what it means to win award, clients, market niche, history.)