



THE HALO GROUP

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The Halo Group Wins Big in the 35th Annual Telly Awards *Takes Home Seven Telly Awards*

NEW YORK, June 24, 2014- [The Halo Group](#), a branding and marketing communications agency, has been honored with seven awards, including one silver, the highest ranked award, in the 35th Annual [Telly Awards](#). This brings the company's total Telly count to 12.

The Halo Group won the following awards for a [television campaign](#) developed on behalf of [St. George's University](#) (SGU), an international medical school:

- One Silver award for "use of humor"
- Four Bronze awards for "schools/colleges/universities"

Halo developed a series of three 15-second commercials for SGU that aired during college football games that were broadcasted across the country. These ads were the first TV commercial to air on college sports programming for the international medical school.

"It is a remarkable achievement to be selected for such a prestigious honor," said [Linda Passante](#), CEO/Co-Founder, The Halo Group. "We've been working alongside SGU for almost 20 years and it is this kind of creative work that has helped them evolve into a standard-bearer of international medical education."

Additionally, Halo was also awarded with a Bronze award in the "public relations" category for a video developed for luxury home appliance client, [Liebherr Refrigeration](#). The [video](#) features Ian Knauer, food author and star of PBS' television series, "The Farm," who teaches viewers how to prepare a nutritious summer dish using seasonal ingredients.

"Our team observed that a greater focus on health and well-being is one lifestyle trend carrying over into the home appliance selection," said Linda. "We saw this insight as a branding opportunity for Liebherr and developed the video as part of a campaign to educate the public about the importance of fresh food storage and to showcase that Liebherr refrigerators are designed for maximized food preservation."

Lastly, Halo also won a Bronze award for "use of humor" in a series of unique online marketing videos, "[Halo Loves](#)." The agency created the 30-second videos, which feature comedic actors from the New York area, as well as employees of Halo, to showcase their passion and

experience across various industries from travel and sports to technology and health to prospective clients to help build their brands— in consumers' conversations, throughout advertising or even in greeting customers.

“At Halo we love a little humor and we’re not afraid to do something different, especially if it will help us shine, as well as our clients,” said Linda. “These award wins not only illustrates our creativity and skill, but also serves as a testament to producing great video.”

Founded in 1979, the Tellys are the premier awards honoring outstanding video and film productions and promotional content. A prestigious judging panel of over 500 accomplished industry professionals, judged the competition, upholding the historical standard of excellence that Telly represents.

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About The Halo Group

[The Halo Group](#) is a marketing communications and branding agency that brings experts in business, branding, advertising and public relations together to work as a single team. As creators, producers and distributors of content, Halo helps companies with every experience that a customer has with their brand. The Halo team works alongside a select group of international, national and regional clients. Halo's work has been honored with some of the industry's top awards; Telly, Webby, and Internet Advertising Competition Awards but, more important, these campaigns are building relationships around the globe. Founded in 1994, The Halo Group is independently owned agency, headquartered in New York and is a member of AAAA, PRSA, AMIN, NAWBO, and a recognized MWBE. Visit www.thehalogroup.com to see how we Shine.