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NEWS RELEASE

RED 'BANKS' EIGHT ADDY AWARDS

The relationship between Red Advertising & Marketing Ltd. and Banks Beer continues to grow from strength to strength after Barbados' leading creative agency secured eight ADDY awards from the Caribbean Advertising Federation, including a prestigious District ADDY from the American Advertising Federation, for its body of work produced for the 'Beer of Barbados'.

"Banks Beer is an iconic brand so we were naturally delighted when the results were announced," said Michelle de Caires, account executive with Red.

"Since taking over the account in August 2011, our partnership with Banks has blossomed and the bevy of accolades that we have won over the past two years is a clear indication of this."

Red, which has now won 31 ADDYs including five District ADDYs for its work with Banks Beer, also picked up the Caribbean Advertising Federation's award for 'Best of Show - Print' for last year's Banks Amber Ale campaign entitled, 'I Am My Own Role Model'.

"To be one of the most awarded brands in the Caribbean is an honour in itself," said Bernard Frost, group marketing manager, Banks Holdings Limited.

"As the Caribbean's best beer, our partnership with the Caribbean's most creative agency has turned in to quite a redoubtable relationship indeed. I am confident that together we can continue to bring exciting campaigns to the market. We salute Red for their commitment and for pushing the boundaries of creative advertising and marketing."

The eight ADDYs – four gold and four silver – were awarded for Non-Traditional Advertising, Newspaper, Magazine and Integrated Campaigns, making it one of the most creatively awarded brands in the Caribbean.

"We strongly believe that our cutting-edge approach to creative design will ensure continued growth for Banks Beer in an increasingly competitive market," added de Caires.

"It has been a pleasure and privilege to work with such a strong and respected brand. We look forward to even more success in the future."

The ADDY Awards is the creative award show of the American Advertising Federation of which the Caribbean Advertising Federation is a member.

For the second year running, Red Advertising and Marketing Ltd. was the Caribbean's most heavily awarded agency, securing a total of 26 ADDYs - 16 gold and 10 silver.

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