

# dBusinessNews

## **Howard, Merrell & Partners Recognized By The International Academy Of Visual Arts**

**Triangle** - Agency Receives Two W3 Awards for Interactive Excellence

Howard, Merrell & Partners, a strategic branding and advertising firm, received two W3 Awards from the International Academy of Visual Arts (IAVA). The W3 awards recognize the power of web creativity and designate winners as one of the "Best of the Web." Howard, Merrell & Partners received silver awards for work conducted on behalf of INVISTA's CORDURA® brand fabric. The first award recognizes the Durability Experience web module, and the second award honors an animated online banner ad promoting the CORDURA CaresSM sustainability program.

CORDURA® fabrics have been recognized for high-performance textiles for more than 30 years, and are selected by many of the world's top brands known for making tough, long-lasting products. To explore the CORDURA® brand Durability Experience, visit <http://www.cordura.com/en/products/durability-experience.html>

W3 winning entries are judged based on a standard of excellence, as determined by the IAVA, according to the category entered. To uphold the highest standard of excellence, a category may have multiple winners or none at all. Website entries were judged on creativity, usability, navigation, functionality, visual design and ease of use.

### About Howard, Merrell & Partners

Raleigh, N.C.-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotion to develop effective business and communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Founder Jack Howard and his predecessors used to build the agency over the years. Agency services include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services, Hispanic marketing and strategic account management.

Recent clients include BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA's CORDURA® brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, THOR•LO, UltraPet and Zilla.

Howard, Merrell & Partners' work has received the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com> or the agency's blog at <http://www.merrellgroup.com/blog>.

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