

TECHNETIUM.

Orlando Agency Wins ADDY® Award for SOUL by Ludacris

Technetium, an Orlando-based brand marketing agency, was honored with an ADDY® Award at the recent AAF-Orlando ADDY® Awards Gala for its work on the SOUL by Ludacris product line.

ORLANDO, FLA. (February 21, 2012) — Technetium, an Orlando-based brand marketing agency, was recently recognized with a Silver ADDY® at the 2012 AAF-Orlando ADDY® Awards for their work on the SOUL by Ludacris package design.

Technetium's work on the SOUL by Ludacris brand included consumer package design, a global marketing campaign and all support materials for the 2011 U.S. product launch. Technetium's leadership in the design and development of the branding campaign has led to international success and a very excited consumer base.

"We're honored to be recognized by our peers for our work with SOUL by Ludacris. Technetium was thrilled to help SOUL Electronics introduce their amazing headphones to the world," said Joe Forgét, president and CEO. "The work was exciting and the creative direction led to an industry leading package design recognized as one of the best in years by many consumer electronics reviewers and the ADDY judges alike. Still, the ultimate praise is product sell-through and how SOUL is taking the world by storm."

This latest honor for Technetium's award-winning creative continues a tradition of excellence demonstrated by the firm's previous ADDY® awards including work for Boyz II Men (www.boyziimen.com) for the Remedy and Winter Reflections albums. Over the years Technetium has developed brand marketing materials for a wide range of global brands including Audiovox (www.audiovox.com), BOGO Printing (www.bogoprinting.com), Contrax Furnishings (www.contrax.com), Dual (www.dualav.com), JENSEN (www.jensen.com), RCA (www.rca.com), and Ubisoft (www.ubisoft.com).

About Technetium:

Technetium is a brand marketing agency in Orlando, Florida. Technetium offers a full range of services necessary to effectively reach your target market. Services include advertising, brand marketing, consumer package design, print design, digital marketing and website design. Since its inception in 2003, clients have included members of the consumer products, professional services, non-profit and sports industries among others. For more information, or to see samples of client work, please visit www.technetium.com.

About the ADDY® Awards:

Attracting nearly 60,000 entries each year nationwide, the ADDY® awards have become the nation's largest and most comprehensive advertising competition. The ADDY® awards originated in the 4th District in 1960 and became a three-tiered National competition in 1968.

Sponsored by the AAF, the awards honor excellence in advertising and cultivate the highest creative standards in the industry. Each fall, the competition begins with contests in the nation's 200+ AAF member clubs, where entries must be submitted and judged to be eligible for the ADDY® process. Local winners proceed to 15 regional competitions, and those winners, to the national finals.

Proceeds from the ADDY® Awards program on all levels of competition go back into the industry through the work of the AAF and its members, especially in the areas of advertising education and public service advertising.

For more details on the local ADDY® competition in your area, and for important entry deadlines, contact your local Advertising Federation.

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