

JWT INSIDE Wins Silver Addy® Award



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Washington, D.C. – March 30, 2009 - JWT INSIDE, one of the world's leading employment marketing and internal communications agencies, was recognized at the world's largest advertising competition with a Silver ADDY® Award in the National/Regional Television category for its :30 spot developed for U.S. Border Patrol.

On Thursday, March 19, the Advertising Club of Metropolitan Washington (DC Ad Club) celebrated the 41st annual ADDY Awards recognizing the best in creative excellence in advertising in the metropolitan area. JWT INSIDE won among the 843 entries.

The brand campaign developed by JWT INSIDE, "Protected By", tells the story of the U.S. Border Patrol and their commitment to the country and the citizens they so proudly serve. "The television spot was the first piece to a complete campaign. It was filmed with beautiful and touching vignettes showing a community protected by agents of the U.S. Border Patrol, who look out for your family as they do their own," said Mary Olson, Executive Creative Director, JWT INSIDE.

The "Protected By" brand launched with a new logo and Web site; rich media interactive and online display ads; as well as print, outdoor and radio advertisements. "The combination of each element had a role in the success of the campaign – the television spot was integral part of the campaign and it is an honor to receive such recognition," said Käthe Downs, Client Director, JWT INSIDE.

In addition to the U.S. Custom Border Patrol, the JWT INSIDE Washington, D.C., office works with multiple government agencies, including the U.S. Department of State, National Institutes of Health, International Monetary Fund, and the U.S. Department of Education.

ABOUT JWT INSIDE

About JWT INSIDE

JWT INSIDE is an employee relationship marketing agency which integrates recruitment advertising, branding, strategy and internal communications to help organizations advance employee engagement; creating award-winning work for many of the world's most admired organizations in the areas of talent acquisition, employer branding strategy and activation, internal communications strategy and execution, leadership communications and customized research. The agency has 12 hub offices as well as 8 satellite locations throughout North American, Europe and Asia-Pacific. It is a subsidiary of JWT, the world's best-known marketing communications brand with a global network of more than 200 offices in over 85 countries. Parent company is WPP (NASDAQ:WPPGY). www.jwtinside.com

About The Advertising Club of Metropolitan Washington

Since 1918, The Advertising Club of Metropolitan Washington has served as the premier industry organization for area advertising professionals. As a chapter of the American Advertising Federation (AAF), the Ad Club promotes integrity and excellence in advertising through professional development seminars, recognizes industry leaders and outstanding work, and serves as the leading networking venue for the industry. The Ad Club membership represents all segments of the industry--clients, agencies, production companies and the media. <http://www.dcadclub.com/>

About the ADDY Awards

With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry <http://www.aaf.org>.