



CLEAN SWEEP

While Erwin-Penland has always taken great pride in placing client success ahead of anything else, let's face it: trophies are a nice addition to the agency's bookshelves. EP significantly expanded its collection with a record showing at this year's ADDY® Awards, including a clean sweep of all the top categories.

"Baseball Rant," a series of magazine ads for the Greenville Drive minor league baseball team, earned the overall Best of Show award as well as Best of Show in the print advertising category. The "Doctor/Translator" radio campaign for the Drive earned Best of Show in the broadcast advertising category, while a dynamic new website for architecture firm Pazdan-Smith received Best of Show in the interactive category.

In addition, a TV campaign saluting hardworking, everyday people for Advance America received a

Judges' Choice award, as did the "Half-Season Tickets" campaign for the Greenville Drive. In all, EP earned a total of 80 ADDY Awards — more than half of all the awards given out in this year's competition.



"It's both very rewarding and extremely humbling to have your work judged so positively by your peers," said Executive Creative Director Andy Mendelsohn. "While I'm proud of everyone at EP who contributed to this success — and that includes lots of people beyond the creatives — the coolest part to me is that we have so many clients who demand and appreciate good creative work."

Recognized as the advertising industry's equivalent to the Academy Awards, the ADDY Awards is a peer-reviewed competition to recognize outstanding creative achievement. EP's 32 Gold-winning entries will now compete against other Gold winners at the district level, with a chance to earn recognition at the national ADDY Awards later this year. ■

We've changed the look of our newsletter. More stories. More photos. More room. Hope you enjoy it.

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To learn more about Erwin-Penland, a division of Hill Holliday Comoros Cosmopolis, one of The Interpublic Group of Companies, contact Shannon Willbanks at shannon.willbanks@erwinpenland.com or (864) 271.0500, or visit www.ErwinPenland.com.

BEST OF SHOW



BEST OF SHOW

:01 & :02

THE PEANUT Tricky little devil. With that soft shell and girlish figure, it would lead you to believe it opens easily and always contains two small, but incredibly delicious rewards. But don't fall for that. Just when you think you're about to chug down the double contents of that bumpy beige shell that your thumb has pierced with such ease, it plays tricks with your head and delivers you only one. You can practically hear it laugh at you, crazy nut. But you get your revenge, oh how you get your revenge. Because the beauty of baseball and peanuts is that you're in the open air, feeling few constraints, bound by no conventions of neatness or propriety. So you toss that shell on the ground, smash it with your heel, and teach it the lesson of a lifetime. Take that, you peanut. And then you pour out the next handful, confident that this new batch will indeed be better behaved.

Tickets for all Drive games including season ticket packages are available by visiting greenvilldrivewe.com. And peanuts are only a buck fifty a bag at the game.

:03

TO THE BALLGAME. TO THE CROWD. AND CRACKER JACKS. EVER GET BACK.

1/2 SEASON TICKETS ON SALE NOW.

PURCHASE CALL 240-4500
GO TO GREENVILLEDRIVE.COM



TRANSLATION

Translator: The new Greenville Drive baseball season will soon be upon us. So in preparation for the season, we are offering a baseball translation service for anyone new to the game. For example:

Subject: (speaking baseball chatter): Whattaya, C'mona, Say babe.

Translator: (reading like a book on tape): This means, I'm pulling for you to succeed.

Subject: Baseball chatter...

Translator: Hit a home run.

Subject: Baseball chatter...

Translator: Really far.

Subject: Baseball chatter...

Translator: Go Greenville Drive. I like you.

Subject: Whattaya, say! Whattaya, say, babe! Whattaya, say! Baseball chatter...

Translator: I'm sorry. Could you repeat that?

Subject: Whattaya, say! Whattaya, say, babe! Whattaya, say! Baseball chatter...

Translator: (confused): I...I have no idea what that means.

SFX: CRACK OF THE BAT. CROWD CHEERING.

ANNCR: It's that time of year again. Baseball season. And the Greenville Drive are here... with a great new downtown stadium, a great new spirit and plenty of family fun. So come on down to the ol' ballpark and cheer on the Greenville Drive. For tickets go to GreenvilleDrive.com or call 240.4500. The Greenville Drive. The perfect game.

This sounds better than it reads. To hear the actual broadcast go to <http://2007addy.erinpenland.com>

AFFLICTION

Wife: Thank you for seeing us, doctor. We need your help.

Doctor: What seems to be the problem?

Wife: It's my husband...Jim. Something's wrong with him.

Husband: Whattaya, say! Whattaya, say, babe! Whattaya, say!

Doctor: (concerned): My word.

Wife (upset): It started a week ago and, and I don't know what it means.

Husband: Hey batter-batter, hey batter-batter...

Doctor: Jim, does this hurt?

Husband: Come babe! Come babe! Swing batter, swing batter!

Wife (crying): What does it mean?!

Husband: Comeuna, comeuna, comeuna, you and the mitt. You and the mitt.

Doctor: It's extraordinary.

Husband: Comeuna, whataddy say, babe!

Doctor: I believe he's...he's speaking baseball.

Husband: Whattaya, say, babe! Whattaya, say babe!

Wife: Will he be OK?

Doctor: Yes. (Pause.) In October.

SFX: CRACK OF THE BAT. CROWD CHEERING.

ANNCR: It's that time of year again. Baseball season. And the Greenville Drive are here...with a great new downtown stadium, a great new spirit and plenty of family fun. So come on down to the ol' ballpark and cheer on the Greenville Drive. For tickets go to GreenvilleDrive.com or call 240.4500. The Greenville Drive. The perfect game.



:05



:04

:06

:01

BEST OF SHOW
GREENVILLE DRIVE POSTERS
BASEBALL RANT
ANDY MENDELSON, ECD
CORY SCHEARER, ACD

:02

BEST OF SHOW PRINT
GREENVILLE DRIVE POSTERS
BASEBALL RANT
ANDY MENDELSON, ECD
CORY SCHEARER, ACD

:03

JUDGES CHOICE
GREENVILLE DRIVE POSTERS
HALF SEASON TICKETS
ANDY MENDELSON, ECD
J.J. PURYEAR, AD

:04

BEST OF SHOW BROADCAST
GREENVILLE DRIVE RADIO
DOCTOR/TRANSLATOR
ANDY MENDELSON, ECD
CHAD RUCKER, COPYWRITER
MATT GAYMON, TALENT

:05

BEST OF SHOW INTERACTIVE
PAZDAN-SMITH ARCHITECTS
PAZDAN-SMITH WEBSITE
RICH CUTLER, DESIGNER
MIKE GOWAN, FLASH DESIGNER
CHIP CADDELL, PROGRAMMER

:06

JUDGES CHOICE
ADVANCE AMERICA BROADCAST
DINER WAITRESS & THE SHOE SALESMAN
ANDY MENDELSON, ECD
JOE GILMAN, ACD
SANDY DERDZIAK, PRODUCER

EPROFILE

KURT MATHESON, TED DURHAM, AND COREY HUDGINS

DESIGN AND PRODUCTION

For about two years they've worked together to create and now manage EP's new design and production studio. But Kurt Matheson, Ted Durham and Corey Hudgins each have a deeper history with Erwin-Penland . . . and each other.

"I've been here the longest," boasts Corey, who joined the agency in 1997 when the staff consisted of 23 employees compared to the current group of about 160. "I was working for a local printer and we did a lot of work with Erwin-Penland. I loved the positive energy here, so I signed on."

But Kurt has worked with EP the longest, having served the agency as a salesman for various print vendors almost since the company began in 1986. He counted Corey among his clients until he, too, came over to the agency side six years ago.

Ted's the newbie of the group. A former partner in a local design firm, he did design work for EP in the late 90's. Ted joined the agency late in 2004 when the newly created Studio Manager position offered an opportunity to lead the EP graphic designers in a consolidated studio environment.

"Greenville's still a relatively close creative community, so you get a chance to know and work with everyone," says Ted. "That's what made the move to EP so appealing. I was looking for a truly collaborative environment, and having worked with Kurt, Corey and so many others here over the years, it made for an easy transition."

Today they draw upon their shared and individual experiences to oversee the very engine of EP's creative output. Kurt is the problem-solver of the group, the go-to guy for challenges large and small. Ted provides the rare combination of excelling at both the artistic and the digital asset aspects of design, while Corey handles the technical details of production, including managing vendors, files and data, and assuring compliance with client standards.

"Because we've known each other so well, for so long, there's a lot of trust," says Kurt. "Collaboration is about more than just working together. It's about having shared goals, a shared sense of integrity, and the kind of honesty where you can say what you think. That's what makes us such an effective team." ■



KURT MATHESON

Director of Print Creative Services

- Married with three children
- While attending Appalachian State University, ran an on-campus print shop that produced materials for student groups and events
- Enjoys working with wood, whether it's renovating or building something new



TED DURHAM

Associate Director of Studio Services

- Married, one daughter, two cats and two dogs
- Worked in Saudi Arabia training local students in graphic arts
- Tattoo artist apprentice



COREY HUDGINS

Associate Director of Print Production

- One daughter
- Grew up on a farm in Maryland
- Swim team mom and competition judge



JOURNEY TO MIDDLEARTH

NEW EP STUDIO ENHANCES EFFICIENCY, CREATIVITY

The elevator stops on the second floor of Erwin-Penland's Falls Street building, and the doors ease open to reveal a sign that tells visitors exactly where they are, both physically and metaphorically speaking: "middlearth."

It's here you'll find EP's new design and production studio, a custom-designed space that is the center of the universe when it comes to shepherding print creative from concept through final execution.

Historically, EP graphic designers and production specialists were assigned to specific accounts as part of the agency's overall team-based philosophy to group people not by department, but by client. They even sat with their account teams, alongside copywriters, media planners and account executives.



So when EP expanded into a new floor recently, it presented an opportunity to gather all the designers and production people in one location and create a new model for moving print work through the shop. Team members still have core accounts, but they're also cross-trained to be able to work on a variety of clients, providing a far more flexible and efficient structure.

In addition to freeing up the team's capacity, the new studio arrangement has also been able to tap into their individual talents. For instance, recently Leah Childress created a stylized design on a Verizon Wireless project for the Miami Heat, even though it's not one of her core accounts.



"Then there's Justin Merrell, who's become our specialized production person for dimensional displays," adds Associate Director of Print Production Corey Hudgins. "In the old model, he'd be pigeon-holed on one account team and we wouldn't be able to use his expertise across our entire client base."

The impact is even being felt beyond the studio, where art directors are being freed up to spend more time conceiving new ideas. Overall, the new set-up is allowing for a more efficient and effective application of the agency's skills, producing better work, faster.

"It's kind of like conducting an orchestra," says Associate Director of Studio Services Ted Durham. "It'd be more difficult to do if all the musicians were sitting on different floors of the same building. Now we're better able to utilize our resources and really work as a team." ■



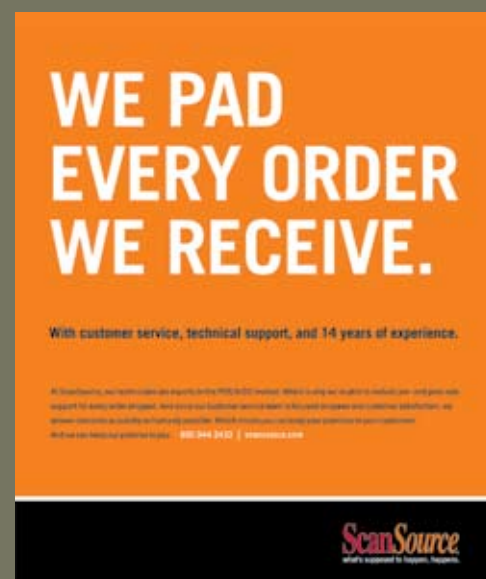
NEWS DIGEST

ScanSource, a billion-dollar leader in the global distribution of specialty technology, is launching its first-ever branding campaign.

An EP client since 2001, ScanSource had historically marketed itself to technology resellers by promoting its partnerships with leading manufacturers of point-of-sale, data collection and electronic security equipment.

"Our research showed that ScanSource's target audience wants a distribution partner they can trust to help them keep the promises they make to their own customers," explains EP Account Supervisor Karen Mawhinney. "ScanSource is the hands-down leader in logistical excellence, so our campaign strategy was simple: show resellers that what's most important to them also happens to be what ScanSource is best at delivering."

The ads use attention-getting headlines – like "We pad every order we receive . . . with customer service, technical support, and 14 years of experience" – to draw attention, coupled with the new tagline, "What's supposed to happen, happens." ■



DESIGN & PRODUCTION