

South Carolina Firm Wins National Award

SLANT media Brings Home 2nd National ADDY Award

Charleston, SC - June 21, 2012 -- SLANT media is pleased to announce that they have been awarded a 2012 National ADDY Award by the American Advertising Federation. The ADDYs are the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. SLANT's Silver ADDY Award-winning work was in the logo design category for the "Kebo - The One-Handed Bottle Opener" logo.

The 2012 ADDY marks the second National ADDY for SLANT, who won a Gold ADDY for interactive design in 2004, and makes SLANT the only advertising firm in South Carolina to be recognized at this year's awards. "It's an incredible feeling to be recognized on a national stage for our work," says Christopher Cecil, Creative Director and Founding Partner. "We are proud to represent the state's creative community and thrilled for the exposure and excitement the Kebo has received throughout the local, district and national judging process."

Kebo is the brainchild of Charleston architect, Rush Dixon, who was inspired by the Theodore Low bottle opener from the 1930s. Kebo is a modern and simple design made from stainless steel that allows you to open beer, soda or any long-neck bottle with just one hand. The Kebo logo reflects the functional, yet quirky, qualities of the product. Along with the logo, SLANT also named the product and designed the packaging and website.

###

ABOUT SLANT MEDIA

SLANT media is a creative design and marketing agency with offices in Charleston and Greenville, SC. SLANT leverages diverse backgrounds as architects, designers, marketers and consumers to develop creative solutions that are a unique blend of imagery, movement, ideas and user experience. To find out more, please visit www.slantmedia.net

CONTACT:

Davis Barnes
Marketing + Communications Manager
SLANT Media | www.slantmedia.net
dbarnes@slantmedia.net | 843.722.2221

###

