



NEWS RELEASE

May 24, 2022

ACCENT CREATIVE GROUP TAKES HOME INTERNATIONAL DESIGN AWARDS FOR HELEN, PERRY & ATHENS CVBS

Three Members Recognized by Academy of Interactive and Visual Arts

Lawrenceville (Gwinnett County), GA (May 24, 2022)—Accent Creative Group (ACG) is proud to announce that THREE of their clients/fellow Southeast Tourism Society (STS) and Georgia Association of Convention & Visitors Bureaus (GACVB) members have been awarded International Communicator Awards: Alpine Helen-White County CVB, Visit Perry and Visit Athens!

With over 4,000 entries received from across the US and around the world, the Communicator Awards is the largest and most competitive awards program honoring creative excellence for marketing and communications professionals. The widely coveted recognition honors the best digital, video, podcasts, marketing, mobile, and print work the industry has to offer. As an indicator of the caliber of award recipients, past winners include Forbes, The Walt Disney Company, PepsiCo and many more.

The Communicators are judged and overseen by the Academy of Interactive and Visual Arts (AIVA), an invitation-only, member-based organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. AIVA members come from many prominent media, advertising and marketing firms such as Spotify, Microsoft, Disney, Conde Nast, JP Morgan and others.

Alpine Helen-White County CVB

Project: Alpine Helen, GA CVB Website (helenga.org)

Awarded: Award of Distinction (Silver), The Communicator Awards

Category/Subcategory: Digital > Websites > Travel/Tourism

Featuring a bright new aesthetic, the all-new Alpine Helen/White County Convention & Visitors Bureau website launched in March 2022, taking its inspiration from the whimsical Bavarian setting of Downtown Helen. From its steeped red roofs and cheerful facades to the stunning mountain landscapes and playful river winding its way through the village, visitors will find allusions to the area's many charms on every scroll in the site's varied fonts, colors, textures and high-impact photography. The revamped site includes all of the tools and information one might need to plan a trip.

From a collection of things to do, places to stay and restaurants to try to sample itineraries, events listings and links to tour and transportation options, everything is easily accessible from the site's top menu. The popular live-feed camera showing off Helen's downtown is still part of the site. From the homepage, potential visitors can request a free travel guide, access the CVB's social profiles and contact the welcome center with questions and for help planning their trip.

User interface and user experience, with particular attention to navigation and ease of use, was the cornerstone of the redesign. Site research and analytics showed that Helen's website visitors are very engaged and that events are one of the most queried and clicked-on topics. In design and development, much attention was given to that component. A dedicated events tab is located at the top menu, on the homepage there's an upcoming events strip highlighting featured events pictorially and on the calendar itself the team worked to ensure it was very easy to navigate, search, and view events at a glance.

Visit Perry

Project: Perry Sippin' Stroll Passport

Awarded: Award of Excellence (Gold), The Communicator Awards

Category/Subcategory: Design & Print > Marketing/Promotion

Since its rebrand in late 2019 (with the tagline, "Take a Ride on the Local Side"), Visit Perry has been working diligently to capture the attention of visitors drawn to Perry for large events at the Georgia National Fairgrounds and entice them to engage with the area's other local attractions, such as its charming, up-and-coming downtown. This was never more crucial than in the wake of the COVID-19 pandemic; as cases began to decline and events to resurface, local small businesses needed extra support to help them make up for lost revenues.

Enter, the Perry Sippin' Stroll! Launched just in time for the 2021 Georgia National Fair in October, the Sippin' Stroll brought together local merchants in a concentrated campaign to encourage fairgoers, other visitors and locals alike to visit Downtown Perry—again and again. Each participating merchant came up with a signature beverage: affogatos, slushies, margaritas, Vietnamese iced coffees, soda shop concoctions... the only requirement was that they be beverages always available and under a set price point.

The flagship of such a campaign is, of course, the passport. Pocket-sized so as to fit in a wallet or pocket, the Sippin' Stroll passport features a quick how-to page, a map of locations and a page on each participating merchant/beverage with a photo, description and place to stamp. Each merchant was provided with a branded, self-inking stamp and a bundle of passports, allowing visitors the convenience of starting anywhere to "collect them all." In addition to being promoted at the CVB fair booth (where promotional hand fans were given away in the Georgia heat to fairgoers), the campaign was and continues to be

promoted with posters and rack cards around downtown and at the Welcome Center. The prize for a completed passport book, a funky tour t-shirt, can conveniently be claimed online or in-person at the Welcome Center.

Since its launch, the Perry Sippin' Stroll has been incredibly successful, with more than 1,000 passports given out in its first month and more having to be printed to keep up with demand. Merchant feedback has been very positive, sharing that they have seen a lot of people asking for passport stamps since the program's launch.

Check out Perry's Sippin' Stroll at visitperry.com/sippinstroll.

Visit Athens

Project: Athens Restaurant Week

Awarded: Award of Excellence (Gold), The Communicator Awards

Category/Subcategory: Integrated Campaigns

In the wake of the COVID-19 pandemic, destinations have looked for ways to amp up support of their local businesses as it became possible for people to visit again. In summer 2021, Visit Athens determined hosting a "restaurant week" would be a great way to get people excited about eating out again and supporting local. With the help of ACG, the first-ever Athens Restaurant Week was born.

In establishing a brand for the event, we looked to the Visit Athens brand for inspiration. Fun, edgy, a little bit funky and a lot red-and-black (is there any other way to be in UGA country?), the Athens Restaurant Week logo features a grunge textured font that blends interlocking lettering in a straight, block shape for a bold, contemporary look perfectly suited to the Athens vibe. The image of a fork appears ready to spear some good eats, yet to be unveiled, an image that carries through to other promotional pieces.

Various promotional and informational campaign pieces were designed ahead of the event launch. These included posters, print and digital ads, subscriber eblasts, social media graphics, partner toolkits (for participating businesses to help spread the word), and even providing complementary graphic elements for a dedicated event page to be added to the CVB website. Copy in these designs carried through the funky tone of the imagery—short and direct, bold with just a touch of sass. After a successful launch in 2021, Athens Restaurant Week will come again July 2022.

"Words can't do justice to how excited and proud we are to share these accolades with friends in Helen, Perry and Athens," said Pam Ledbetter, ACG's president and owner. "Watching the industry evolve over the years, from a very print-focused world to one

that encourages excellence in a variety of creative mediums—it's incredibly inspiring, and pushes us to continually step up our game and meet the challenge of a constantly changing world. It's been a true honor to be a part of these creative projects, and we look forward to what's next!"

For more information about Accent Creative Group, visit accentcreativegroup.com or reach out to Pam at pam@accentcreativegroup.com.

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About Accent Creative Group

Accent Creative Group (ACG) was formed in 2004 as a full-service design and marketing studio, with a focus on custom publishing and branding. For more than 15 years ACG, a metro Atlanta-based company, has designed brand identity and marketing campaigns for tourism and hospitality organizations, chambers, government and more. Services include marketing and communications, advertising, custom publishing, brand development, web design, event planning, public relations and more. Their work has garnered more than 30 regional, national and international recognitions.

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Alpine Helen / White County
Convention & Visitors Bureau

About Alpine Helen-White County Convention & Visitors Bureau

Abundant shopping, art galleries, wineries, traditional German dishes and international fare: This is Helen, White County and the surrounding villages of Sautee and Nacoochee, where Appalachia meets Alpine, a North Georgia beauty with a Bavarian sensibility, alongside the Chattahoochee River. Tour the strasses and platzes of the Alpine Village in a horse-drawn carriage. Outdoor enthusiasts find two golf courses, hiking, mountain biking, fishing, tubing, rock climbing, zip lining and horseback riding. Culinary and culture vultures delight in Helen's wineries and beautiful tasting rooms, her eclectic dining landscape, mountaintop spa and her accomplished artisans--quilters, woodcarvers, potters, glass artists. Shoppers are enchanted by a streetscape a'bustle with activity: like-minded souls browsing more than 150 shops, horse-drawn carriages, German music--even a babbling brook--and all in down-home ambiance. Lodging includes in-town hotels, riverside bed and breakfast inns and cabins, condos and chalets tucked into the mountains.

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About Visit Perry

As the visitor's bureau for the City of Perry, our job is to help you have such an incredible time in the charming town that you fall in love with it just as much as we have. We're here to point you in the right direction for fun, history, shopping, events, and more with a handshake and a smile.

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About Visit Athens

The Athens Convention & Visitors Bureau (Visit Athens) is the official destination marketing organization for Athens-Clarke County, Ga. Its primary goal is to increase the economic impact of the hospitality and visitor industry by attracting individual visitors, group tours, and meetings and conventions to Athens. Tourism WORK\$ for Athens, contributing more than \$350 million in spending, just under \$24 million in local and state tax revenue in 2019, and putting more than 3,000 people to work.

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