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Single Source Takes Silver in National Service Industry Advertising Awards

DANVERS, MA, February 25, 2009 - Single Source Marketing, Inc. has been awarded a Silver in the annual Service Industry Advertising Awards (SIAA). The firm's entry, a campaign developed for The Lowell Five Cent Savings Bank, was ranked second among Financial Institutions in the Total Advertising Campaign category. Nearly 1,200 entries were submitted nationwide for this year's awards.

The winning campaign was designed to promote the opening of Lowell Five's newest branch in Haverhill, Massachusetts. To create a buzz, the initial campaign was rolled out as a "teaser." Radio and print ads, bus signs, a website and various guerilla marketing tactics informed consumers that a new business was going to open up in Haverhill...all while never revealing the name of the company or the type of business. The radio, print and bus ads encouraged consumers to visit HelloHaverhill.net to register to win great prizes from Haverhill businesses. On the final day of the contest, Lowell Five's identity was revealed in conjunction with a grand prize drawing. Over 3,600 people visited the HelloHaverhill website. The campaign culminated with a Grand Opening celebration that featured food, entertainment and additional prizes.

"The campaign was so successful because people were intrigued by the mystery," said Rick Alpern, President of Single Source. "Thousands of people visited the site trying to figure out what company was coming to Haverhill. I think we did a very good job of building curiosity and then launching the new Lowell Five branch."

Started in 2003, SIAA is the only Advertising Awards that specifically recognizes advertising excellence within the service industries. More than 250 advertising agencies and 900 service institutions participated in this year's awards. A national panel of judges evaluated and rated entries in twelve groups and twenty-seven categories.

About Single Source

Single Source is a full service marketing, advertising and promotions agency located in Danvers, Massachusetts. Single Source's clients include The Lowell Five Cent Savings Bank, Windover Construction, American Baby & Family Expo, Dunkin' Donuts and other businesses in a wide variety of industries. For more information about Single Source, visit: www.singlesourcepromo.com.

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