

## From talking worms to giant golf balls, great marketing takes many forms

**The National Agri-Marketing Association (NAMA)** recently bestowed one of its Best of Show Awards upon the 2004 Strongid C2X ad campaign created by **Brown + Associates** for **Pfizer**. The Best of Show winning work was the result of a new marketing strategy for Pfizer's Strongid C2X daily de-worming medication and featured a series of four humorous single page ads with talking worms.



**Big Idea magazine** recently announced that Minneapolis-based **Olson + Company** has been named its first-ever Agency of the Year. "This is an incredible honor for us," said John Olson, president of the agency. "When industry peers take notice, you know you're doing something special."



**Melissa Thorstad**  
Account Executive



**Zach Hitchcock**  
Account Executive

**Out There Advertising** of Duluth, Minnesota has hired Melissa Thorstad and Zach Hitchcock. Thorstad has been hired as an account executive and Hitchcock has joined as a graphic designer. Founded in 1997, Out There Advertising works with a variety of local and national accounts such as The College of St. Scholastica, Sammy's Pizza, the Western Lake Superior Sanitary District, Steak Escape Restaurants and Choice Hotels International.



**Suzanne McGann**, owner and president of **Voyageur I.T.**, a St. Paul-based Web design/development and hosting services company, has been awarded the Young Business Woman of the Year award by the **National Association of Women Business Owners (NAWBO)**. Voyageur I.T. has won numerous awards for its web designs including a rank among the Top 25 Web Developers in Minnesota (*Twin Cities Business Monthly*, January, 2003).

**Birch Clothing** selected **ThinkDesign Group** to develop the name and brand identity for a new retail store that specializes in fairly traded, environmentally-responsible clothing for men and women.

