

# SANTY

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## **SANTY WINS FOUR ADDY AWARDS**

*Agency recognized for digital and social media work on behalf of Harvest Snaps and El Torito*

**Scottsdale, Ariz.** – On Saturday, March 21, Marketing communications agency Santy was awarded four ADDY Awards from the Metro Phoenix Chapter of the American Advertising Federation of Arizona.

Santy earned awards for the following:

Gold: Digital Advertising - Social Media Campaign - Harvest Snaps' ["Lunchspiration"](#) Campaign

Gold: Digital Advertising - Microsite - Harvest Snaps' ["Lunchspiration"](#) Campaign

Bronze: Television -TV Campaign - [El Torito's "Photo Fun"](#) Campaign

Bronze: Digital Advertising - Social Media Campaign - Harvest Snaps' ["Singing Pea"](#)

Lunchspiration was created for better-for-you snack brand, Harvest Snaps just in time to inspire back-to-school lunch ideas in August of 2014. It lived on a microsite where users could create their own fun and healthy bento box by scrolling through a variety of photos featuring a multitude of meal items, including Harvest Snaps. Once selected, the perfect bento box could be shared on top social media sites, including Pinterest, Facebook and Twitter to be entered to win one of three prizes up to \$1,000 towards school supplies.

El Torito's "Photo Fun" television spots were part of an integrated advertising campaign created to reconnect with consumers. The campaign was designed to leverage the heritage of the brand while bringing to life the fun of dining at El Torito. The first spot, "Real Mexican Experience," shares the social side of El Torito with chips & salsa and margaritas as the "real" Mexican food experience. The second ad, "Reason to Celebrate," playfully illustrates that El Torito is a destination to gather with friends and family for "everyday celebrations."

Singing Pea was a casual gaming experience created for Harvest Snaps that also lived on a microsite. With a goal to increase followers and engagement, the #SingingPea social media campaign provided fans with a fun song, sung by a pea. The more the user shared on their social media networks, the more songs they could retrieve.

The ADDYs honor excellence in traditional and emerging forms of communication. The gold

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ADDY recognizes the highest level of creative excellence and is judged to be superior to all other entries in the category. Gold award categories are automatically forwarded to the district competition and then to the national competition if it wins in the district level.

Over 600 entries were submitted and evaluated by a distinguished panel of judges representing some of the best talent at advertising and integrated marketing agencies nationwide.

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**About Santy:**

Santy is a marketing communications agency offering branding, broadcast commercials and production, digital, social media, mobile, media planning/buying and public relations. Santy specializes in marketing to Gen X and Millennials for multi-unit retail chains, consumer packaged goods and healthcare clients.