

For Immediate Release

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STRATEGIC COMMUNICATIONS

Davis Harrison Dion Wins Best of Show Award at 2005 Mobius Competition

Chicago—Davis Harrison Dion took home the Best in Show Award, Direct, at the 35th Annual Mobius Advertising Awards Feb. 10 in Los Angeles.

The Chicago agency's winning entry, "A New Masterpiece for Chicago," was a dimensional direct mail piece promoting the advantages of holding meetings and exhibitions at the currently under construction McCormick Place West Building. The piece was part of a direct mail campaign the agency created for the Chicago Convention and Tourism Bureau and the Metropolitan Pier and Exposition Authority, owners and operators of the McCormick Place convention center and Navy Pier.

Sent to top corporate and association decision-makers across the country, "A New Masterpiece for Chicago" drew a relationship between the new building and a Chicago icon, George Seurat's "A Sunday on La Grande Jatte -- 1884," part of the permanent collection at the Art Institute of Chicago.

The piece included a print of the painting suitable for framing, an informational brochure on Chicago and the McCormick Place West Building and a letter urging decision-makers to book events at the building in anticipation of its opening.

"The exciting result of this campaign is that over 40 events have been booked for the building more than a year before it's set to open," said Doug Davis, president of Davis Harrison Dion.

The Mobius Advertising Awards provide an international forum through which advertising agencies, producers, art directors and designers, TV and radio stations as well as corporate advertisers can attain recognition for creative endeavors. Last year's competition attracted entries from 25 countries.

Davis Harrison Dion is a full-service B-to-B and B-to-C advertising agency offering comprehensive strategic, media and creative services. Located on North Michigan Avenue, the agency's principals are: Mr. Davis; Sue Harrison, Executive Vice President; and Bob Dion, Vice President, Creative Director.