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SILVER TELLY AWARDED TO RUSSELL HERDER
Agency Captures Top Honor for Quirky Campaign

MINNEAPOLIS –March 27 – Russell Herder, a Minneapolis-based marketing firm, took home a Silver Telly for top honors in the broadcast category at this year’s award competition.

The agency’s “Treat People Better” campaign, created for Indianapolis-based Hendricks Regional Health, took first prize in the Television Campaign/Promotional Branding category. The series of 30-second commercials takes a humorous look at Hendricks’ commitment to treating people better and what happens when leaving the hospital feels like leaving your friends.

This is the second consecutive year the “Treat People Better” campaign has been awarded a Telly. The 30-second commercials are airing throughout the Indianapolis region.

Founded in 1979, the Telly Awards honor outstanding local, regional, and cable TV commercials and programs, the finest film and video productions, and groundbreaking web commercials, videos and films. Winners represent the work of advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

Russell Herder is an independent marketing firm providing award-winning advertising, public relations, interactive, research and media services for a roster of national clients. For more information, visit russellherder.com or call 612.455.2360

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