

## **CROSSOVER CREATIVE GROUP WINS INTERNATIONAL WORLD-CLASS 'DIAMOND' AWARD FOR MARKETING BEST PRACTICES**

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**NEW YORK, NY--** Crossover Creative Group's "Lead." campaign for the Richmond, CA Police Dept. (RPD) has won a 2007 Diamond Award for Best Practices in Marketing. Based on the need to stop violence in a city that has had its share, the Richmond, CA Police Department wanted a campaign that would recruit people that would understand and recognize what was needed and represented to protect its communities—leaders. The call was for quality over quantity in response for recruiting new police officers and the execution was unique.

More than a dozen judges from as many countries assigned scores to the entries assigned to them. The top five campaigns in each category were then given to a second panel of international judges – this time to marketing editors from around the world – who evaluated the finalists and whittled them down to just one winner per category. This was no easy task!

"This was a truly outstanding campaign in the sense that its entry was by invitation only, competition was global, and it was judged by an impartial jury against the best work of dozens of agencies worldwide," said Amie Smith Hughes, awards chairman and managing editor of The Global Marketer.

Crossover Creative Group was among 59 agencies from 20 countries that produced winning campaigns honored at The Rainbow Room in New York City.

The editors of The Global Marketer, an Internet publisher of marketing case studies, produce the Diamond Awards. Entries were organized by marketing discipline and product category, then judged by a panel of 17 client, agency and media executives voting from seven countries.