



CROSSOVER CREATIVE GROUP 'LEAD.' CAMPAIGN TAKES TOP INTERNATIONAL MARKETING EFFECTIVENESS AWARD – 2007 SUMMIT MEA

August 19, 2008

Richmond, CA--Crossover Creative Group is a winner in the Summit Marketing Effectiveness (MEA) Award. Their integrated media 'Lead.' recruitment campaign for the RPD (Richmond Police Department), CA scored among the very best from 544 entries. This campaign utilized a combination of outdoor, transit, print, brochures, posters all tied to a compelling website and internet advertising. The campaign demonstrated what the Richmond Police department needed and represented to protect its communities---leaders. The elements of the campaign are unique in its call for quality over quantity in responding applicants.

The Summit MEA competition is based on the premise that the goal of marketing communications is to change, influence, or reinforce a target audience's knowledge, attitudes or beliefs. Using this premise as a basis for its judging criteria, the competition is becoming a true arbiter of marketing communications effectiveness.

The Summit International Awards organization is devoted to furthering excellence in the communications industry. It administers rigorous award competitions throughout the year with the goal of recognizing companies and individuals that do more than what is expected. Additional information about the Summit International Awards and its competitions is available at <http://www.summitawards.com>.

This year's Summit MEA competition included entries from these countries:

- Australia
- England
- Canada
- Croatia
- Japan
- New Zealand
- Northern Ireland
- The Netherlands
- Singapore
- Sweden
- United Arab Emirates
- United States

For a submission to be recognized, the judges have to distinguish between creativity and marketing effectiveness. They granted this status to only 19.6% of the submissions in this year's competition.

This is the second international award the 'Lead.' RPD campaign has won for Crossover Creative Group; previously it was recognized for winning the **Global Marketer 'Diamond' Award** in New York in January.