



Client: EMC Creative  
April, 2008

### **EMC Creative Brings Home 8 MAME Awards**

Such an honor! EMC Creative received a total of 8 MAME Awards from the recent Sacramento and Bay Area competitions. Of particular note: The John Laing Homes Perfect Fit Living Campaign was recognized as best campaign in both market areas, a double-kudo right on the heels of winning Best Overall Ad Campaign at The Nationals in February. We sincerely thank our clients for the opportunity—and our creative staff for their fine work. Here's the complete list of awards:

#### **Sacramento MAME XXXV**

**Award:** Best Logo Design—Individual Community

**Project:** Mystique

**Builder:** John Laing Homes

**Award:** Best Newspaper or Magazine Ad

**Project:** Mystique

**Builder:** John Laing Homes

**Award:** Best Print Series of Related Ads

**Project:** Perfect Fit Living

**Builder:** John Laing Homes

**Award:** Best Website for a Builder or Community

**Project:** Mystique

**Builder:** John Laing Homes

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**Award:** Community of the Year Average Sale Prices or \$300 K or less

**Project:** Mystique

**Builder:** John Laing Homes

**Bay Area MAME XXXI**

**Award:** Best Overall Advertising Campaign

**Project:** Perfect Fit Living

**Builder:** John Laing Homes

**Award:** Best Website for an Associate

**Project:** [www.six60sf.com](http://www.six60sf.com)

**Award:** Attached Community of the Year

**Project:** Villa d'Este Townhomes