
PRESS RELEASE

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“THIS IS SAGINAW” VIDEO RECOGNIZED BY THE LOCAL AMERICAN ADVERTISING FEDERATION

SEPTEMBER 15, 2020 SAGINAW, MI—The City of Saginaw, in partnership with AMPM, Inc., has received the 2020 Gold ADDY Award as well as the special Judges Choice Award from the local American Advertising Federation (AAF). The City and AMPM received this recognition for their “This is Saginaw” video, which was launched in July 2019 as part of the City of Saginaw’s Marketing and Communications Plan.

The ADDY Awards, the advertising industry’s largest and most representative competition, attract more than 40,000 entries each year in local competitions nationwide. The mission of the awards is to recognize and reward creative excellence in the art of advertising. Receiving an ADDY Award at the local level is the first step in the three-tier, national American Advertising Awards competition.

Selection of the most creative entries is conducted through a scoring process in which a panel of judges—composed of accomplished advertising professionals—evaluates all creative dimensions of every entry. A Gold ADDY is recognition of the highest level of creative excellence and is judged to be superior.

The City of Saginaw's marketing team consists of staff members as well as representatives from Saginaw Future, Inc. who were appointed by the City Manager to work with AMPM to develop the city's marketing campaign. The campaign highlights the unique offerings of Saginaw and spreads the positive message of the revitalization taking place in our community.

City Manager Tim Morales commented on the efforts of his marketing team and the partnership with AMPM, "The City's marketing team worked closely with AMPM for nearly six months to develop the content of this video. This video was developed as one of the first deliverables from the City's marketing campaign, which was a part of the certification process to become a [Redevelopment Ready Community](#). We are excited that industry experts recognized their work as deserving special recognition. I am very proud of this team's efforts to create such an impactful video."

The special Judge's Award was earned for the video script and production written by former mayor Greg Branch, who passed away in February 2019. Greg was also a Brand Strategist with AMPM, Inc. and partnered with the City of Saginaw team to develop the "This is Saginaw" marketing campaign and the video.

Mayor Floyd Kloc commented on the significance of this award to the legacy of Greg Branch, "Greg will forever be remembered as a champion for this community. He helped create a powerful video that focuses on who we are as a city and brilliantly highlights the determination and strength of our residents. As you listen to the words in this video, you can hear Greg's love and dedication to the City of Saginaw."

To view the brand video, click here: https://www.youtube.com/watch?v=jlTSZ_tX7Go
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