

## Cassidy Communications, Inc. Designs Win National Awards

**Cassidy Communications, Inc, a full service graphic design and marketing firm, wins five separate first place awards and two best-of-show awards at the American Public Transportation Association (APTA) National Convention in Dallas, Texas, for art work created as part of Monroe County Transit Authority's branding campaign.**

Bethlehem, PA. – The American Public Transportation Association (APTA) recently selected the most outstanding artwork in the Public Transportation arena for 2005 at its national convention in Dallas, Texas. Five pieces created by Cassidy Communications, Inc. for Monroe County Transit Authority (MCTA) were selected for first place awards and two of these pieces were also selected for best-of-show.

Cassidy Communications, Inc. designed the award-winning artwork for MCTA as part of a branding and marketing strategy initiative. Cassidy Communications, Inc. assisted the transit agency with the development of a marketing plan to celebrate its 25th anniversary and gain increased awareness of its public transportation services. A critical piece of the marketing plan was to brand MCTA as the “*Pocono Pony*” and use “*Ride the Pony*” as a springboard for an advertising and promotional campaign.

Cassidy Communications, Inc. created the “Pocono Pony” artwork and messages of the new brand and incorporated them into all of MCTA’s internal and external communications. The “Pony” was worked into an advertising campaign which included billboards, newsletters, brochures, mascot and advertisements. The “Pony” was also incorporated into the artwork on the bus fleet, route schedules, company ID badges, employee handbook, passes & tickets along with company stationery.

The following first place awards were designated for their specific categories. The two categories that won best-in-show are also indicated:

- Category: Billboards/Outdoor Advertising  
Title: “*Pocono Pony Teaser Billboard Campaign*”
- Category: Passes and Tickets  
Title: “*Celebrating 25 years.*”
- Category: Schedule Notice/Timetable  
Title: “*Monroe County Transit Authority Fall 2004 Timetable*”
- Category: Promotional Special Event \*\* *Best-in-Show*\*\*  
Title: “*Building Expansion Groundbreaking Event*”
- Category: Promotional Campaign \*\* *Best-in-Show*\*\*  
Title: “*MCTA Anniversary Image & Transitional Branding Campaign*”

MCTA executive director, Peggy Howarth, commented regarding the awards: “I believe the efforts of our five member marketing committee, along with the guidance and creativity of Cassidy Communications are what made the difference in being 'BIG WINNERS!'”. Over 750 entries were submitted from various transit agencies across the continent and overseas. MCTA won the most awards within its category. Continued Howarth: “Walking away with five first place awards and two best-in-show awards meant so much to our Board and agency staff. We feel they were awards won for hard work put forth between MCTA and Cassidy Communications. What a great team effort!!”

### **About Cassidy Communications:**

Cassidy Communications, Inc. offers a compelling strategy of integrated graphic design and marketing solutions tailored to meet the unique marketing challenges of small/medium size businesses. The company specializes in integrating the following services for clients:

- Marketplace Planning
- Graphic design
- Creative Direction
- Identity and Branding
- Website Consulting
- Professional Services Management
  - Print Consulting and Coordination
  - Trademark/Service Mark Coordination
  - Project Management
  - Professional Writing
  - Grant Consulting

### **COMPANY BACKGROUND**

Cassidy Communications was introduced to the marketplace by Kelly C. Vanek in April 1990. Kelly started the company as a home-based, part-time, business to support her former employer and clients. During the following years, Cassidy Communications began focusing on, and having great success in, high-end graphic design and creative direction consulting. In November 2001, Cassidy Communications was incorporated and renamed Cassidy Communications, Inc. The firm relocated its office to 125 E. Broad Street in Bethlehem and added several employees to its staff. The focus of Cassidy Communications, Inc has expanded to include strategic business identity consulting and market planning.

### **FOR MORE INFORMATION**



The right *image*, the right *message*, the right *results*

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