

Contact:

George Simkins
Vis-à-vis Creative Concepts, Inc.
(312) 281-9922
george.simkins@visaviscreative.com

FOR IMMEDIATE RELEASE

TWO GOLDS ARE BETTER THAN ONE

Vis-à-vis Creative Earns Two Prestigious Gold Adrian Awards for Excellence in Advertising: A Big Win for Kimpton Hotels and the Hotel Triton

November 6, 2009

CHICAGO, IL – Vis-à-vis Creative Concepts, the brand marketing and design company located in Chicago's Lincoln Park, has been honored with two Gold Adrian Awards.



The Adrian Awards are presented by Hospitality Sales and Marketing Association International, and represent the world's largest and most prestigious travel marketing honors. This year's contest attracted more than 1,100 entries from around the world, with entries judged by executives from all sectors of the hospitality industry.

The first Adrian was awarded on behalf of Kimpton Hotels and Restaurants for an eBrochure targeted at Group Sales and Meetings. The document is a highly stylized PDF that functions much like a Web page, with embedded links for both internal and external navigation. The piece serves as an easy-to-read desktop brochure, and includes options to learn more about any topic (by connecting to a corresponding Web page), or the opportunity to print. Because the PDF is laid out as a professional brochure, the print option produces a beautiful piece that can be used as a leave-behind sample. Because it's an eBrochure, the Kimpton sales team can distribute it via Web link or email, which saves the company money and resources in professional printing. The PDF is also easy to update and maintain over time.

The second Adrian honors the creative interpretation of a Do-Not-Disturb sign, made exclusively for the Hotel Triton of San Francisco. A spinning wheel on the sign lets guests invent fictional reasons that will prevent housekeeping from entering, including: "Sorry, I'm busy ...dealing with reality shows," "...being green," "...trying to find my Zen," "...updating my online profile," "...Googling myself," and "...strengthening my core."

Stephanie Goodman, CEO and Account Executive at Vis-à-vis Creative Concepts, says, “We’re delighted to share recognition with Kimpton and the Hotel Triton. They have been important clients for many years. This is the first time that we have received a Gold level award for either client, and reflects their dedication to remain innovative and approachable hotel brands.”

George Simkins, President of Vis-à-vis Creative, remarks, “the Adrian Awards serve as a reminder to us that our clients can expect, and will respond to, design solutions as a way to drive business. Kimpton exemplifies the kinds of opportunities available to us when we trust the creative process.”

The Adrian Awards Gala honoring the 2009 competition winners will be held in New York City on February 1, 2010.

About Kimpton Hotels

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Founded in 1981 by Bill Kimpton, the company is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Each hotel provides a range of exciting culinary experiences through locally-loved, top-rated, destination, chef-driven restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Privately held, Kimpton has consistently earned high customer satisfaction scores by the Market Metrix Hospitality Index, exceeding other hotel companies including those in luxury and upscale segments. Among the company's newest properties are the LEED certified Hotel Palomar and LEED certified Square 1682 restaurant by Chef Guillermo Tellez in Philadelphia, PA, which opened in September 2009. Currently, projects are underway in New York City and Chicago. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.

About Vis-à-vis Creative Concepts

Vis-à-vis Creative Concepts is a strategic marketing, advertising and design firm, based in Chicago, with a reputation for award-winning work that stirs the imagination and produces tangible results. For more information, visit www.visaviscreative.com.

###