



## **SRG Takes Home ‘Best in Colorado’ at Denver One Show Annual Awards** **“Take Craft Back” for Brewer’s Association Wins Multiple Awards**

Boulder, CO, August 27, 2018 – [Sterling-Rice Group](#) (SRG) was awarded “Best Colorado Creative” at the One Show Denver Annual Awards on August 23<sup>rd</sup> for its “[Take Craft Back](#)” integrated campaign for the Brewers Association which included the largest crowdfunding effort to date that the agency created to raise \$213 billion to buy AB InBev. SRG also won “Best of Discipline” in the Digital Advertising/Direct Marketing/Advertising category and “Top Honors” for Branded Entertainment and Film for the Brewers Association work.

The Brewers Association campaign also includes the creation of the "Independent Craft" product seal which is being adopted by craft brewers to use on packaging to distinguish authentically independent brands in the marketplace. SRG also created a website ([takecraftback.com](http://takecraftback.com)) that features videos from several craft brewers talking about why they support the "anti-Big-Beer movement."

“We are so excited that this work has been recognized for its creativity and inventiveness,” said Adam Wohl, executive creative director at SRG. “This has been a hugely successful campaign in the marketplace. While we’re still short a few billion to buy AB InBev, we have raised awareness about the issue of transparency in the category with the seal being adopted by nearly 3,800 craft breweries—more than 50% of eligible breweries and more than 75% of the volume of craft-brewed beer. And with over a billion impressions, that awareness has translated into support of those brewers who put their blood, sweat, tears and oftentimes life savings into their passion.”

The Best in Show or Best in Colorado award is decided from the Best of Discipline winners. Judges then vote on which will be best of show.

### **About SRG**

Headquartered in Boulder, Colo., SRG is a nationally recognized brand consultancy and creative agency. The agency has expertise in consumer insights, brand strategy and positioning, new product innovation, advertising, and design. With deep experience in all things consumer and culinary, it is responsible for \$10 billion in incremental value for clients over the past five years alone. SRG has been ranked on *Outside Magazine's* Best Places to Work list for the past seven years and was also recognized by *Ad Age* as a 2016 and 2017 Best Place to Work.

### **About One Club Denver Awards**

For over 60 years, The Denver Annual Show recognizes the best conceptual creative work in advertising, interactive, design and branded entertainment. The brightest creative minds from advertising agencies, digital agencies, design agencies, production companies, consumer brands and non-profit organizations enter every year.



An [international jury](#) of the highest caliber judges each piece, with the most innovative work in design awarded with Best of Discipline and new this year, the entrant that stands above all others will be awarded Best Colorado Creative and automatically entered into the One Show 2019 and the 98th ADC Awards.

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