

Media Release

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INTERNATIONAL CREATIVE AWARDS COMPETITION RECOGNIZES TOWN OF WHITCHURCH-STOUFFVILLE FOR CREATIVE EXCELLENCE

Town of Whitchurch-Stouffville Receives Gold Award for their Website Design & Development Project

Whitchurch-Stouffville, ON – The Town of Whitchurch-Stouffville was honoured as a winner of this year’s Hermes Creative Awards competition, winning a Gold Award in the Government category for their Website Design & Development Project.

The award was given in recognition of the Town’s new website that launched in February.

“We are very happy to have been recognized for this award,” said Glenn Jackson, Corporate Communications Specialist and the Website Development project lead. “Our team created exactly what we were trying to achieve, and being recognized on an international level is a great compliment.”

Developed in partnership with eSolutionsGroup, a leading Canadian digital solutions company specializing in public sector products and services, the project

involved a complete redesign of the way town residents, businesses and visitors found information on the site. The website took four months to complete.

An international awards competition for creative professionals in the marketing and communications industry, the Hermes Creative Awards is one of the largest competitions of its kind and honours “the messengers and creators of traditional and emerging media” in 195 different categories. The Association of Marketing and Communication Professionals (AMCP), an international organization made up of several thousand marketing, communication, advertising, public relations, media production and free-lance professions, administers and judges the Hermes Awards.

“We wanted a new website that was easier for users to find information, plain and simple.” Jackson said. “When coupled with a fresh new look, we ended up with a very attractive, user-friendly site. I’m very proud of the way it turned out.”

“We have had very positive feedback from the public since we launched the site,” Jackson said. “That, to me, is an indication that we achieved our goal.”

Entries for the competition come from corporate marketing and communications departments, advertising agencies, PR firms, graphic design shops, production companies and web and digital creators and freelancers. More than 6,000 entries are expected this year from Canada, the United States, India, China, England and a number of other countries around the world. A complete list of award winners will be announced May 1.

“Our Town’s website is the focal point of our online communications,” said Whitchurch-Stouffville Mayor Justin Altmann. “Residents, businesses and visitors need to find information quickly and our new website provides that. This is a great achievement!”

“Our project team at the Town was fantastic through the development process. I would like to personally thank each of them,” Jackson said. “It was our creative

minds that came up with the design of the new site. This award recognizes their talent.”

“I would like to thank eSolutions Group, whose design and technical expertise was a critical part of this project,” Jackson said.

“As one of our core values, achieving creative excellence through collaboration with our clients is essential to improving user experiences in all industries,” said Karen Mayfield, President of eSolutionsGroup. “To have that excellence recognized on an international level... well that’s just amazing – for our clients, for us and for the audiences our clients serve.”

In addition to the new website, the Town has many other new communications projects on the go.

“We have initiated new e-newsletter campaigns, doubled our social media presence and just started a new project to theme and brand the Town in a more consistent way” Jackson said. “This all falls in line with the Communication Strategy Council recently approved.”

Communications also contributes to the monthly “On The Road” publication which reaches all households and businesses in Whitchurch-Stouffville. “On The Road” is spearheaded by the Economic Development Division.

“There is much more to come!” Jackson said.

To view the award-winning Website Design & Development Project, please visit:
townofws.ca

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