

Focus Design Earns Gold and Silver at the BMA Awards.

The best of business-to-business marketing was honored at the second annual Northern California Business Marketing Association's (NorCal BMA) Beacon Awards and Showcase event. The Beacon Awards is the only awards program in the Bay Area that recognizes business-to-business marketing excellence.

Focus Design's extensive work with The Syska Hennessy Group was honored as the best integrated marketing and communications program developed in all of Northern California for 2003. Judging was based on execution of strategy, fulfillment of marketing and communication objectives, visual appearance, and overall effectiveness of the effort.

A Silver Award was also awarded to Focus Design for the development of a new brand identity program for the California Healthcare Foundation.

"The winners of this year's Beacon Awards demonstrate the highest level of quality work being produced by Northern California marketing professionals," said Louise Saufley, NorCal BMA chairman of the board. Marketing professionals were recognized with gold, silver, and bronze-level awards for work that demonstrated superior strategy and execution in 15 categories ranging from marketing and e-media to total integrated marketing programs.

Established in 1997, Focus Design is an award winning design and branding communications firm that develops strategically-driven design and advertising solutions for consumer and business-to-business applications. Working within an interdisciplinary framework, Focus provides exceptional creative work in marketing strategy development, identity, print design, advertising, packaging, direct response, Web and exhibit design – all directed towards building greater awareness for our clients' brands.

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Gold Medal - Syska Hennessy Group



Silver Medal - California HealthCare Foundation