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National Awards Recognize JayRay's Strategic, Creative Projects

Tourism, education, branding work earn Telly Awards and Communicator Awards

Projects including a Tacoma takeover in Portland, creative video strategies and a reputation-enhancing calendar have earned JayRay a group of communications industry awards.

The **2016 Telly Awards** honor excellence in video productions, web commercials and broadcast programs. In its 36th annual competition, the Telly Awards recognized JayRay's strategy for a [video](#) showcasing Tehaleh, a new residential community in Bonney Lake.

Instead of featuring fireplaces and pristine porches, the Tehaleh video uses dramatic angles to capture a sense of place. The community's outdoor lifestyle shines as a place for adventure, for inspiration and to connect with others.

The **Communicator Awards** is the leading international awards program recognizing big ideas in marketing and communications. JayRay earned gold and silver Communicator Awards, competing among 6,000 entries from all over the world.

- City of Fife—Award of Excellence (Gold Communicator Award) for [branding work](#) that positions Fife as an accessible business hub—linking people, cities, jobs and attractions.
- Travel Tacoma—Award of Distinction (Silver Communicator Award) for the [#BlownAwayTacoma](#) Portland Instagram influencer campaign. Glass coasters hidden around Portland landmarks were part of a one-day event in the center of downtown to promote Tacoma & Pierce County as a visitor destination.
- Tacoma-Pierce County Chamber—Award of Distinction (Silver Communicator Award) for effective marketing. The [Know 15](#) education campaign used integrated communications to inform Chamber members and Tacoma voters of the city's plans for a minimum wage increase to \$15 nearly overnight.
- Tacoma Public Schools—Award of Distinction (Silver Communicator Award) for the 2015-2016 [calendar](#). More than a family scheduling tool, the calendar delivered messages about the district's progressive and innovative work.

About JayRay: *JayRay has crafted strategy and integrated services to help improve lives through thoughtful, provocative communications since 1970. For more information, visit www.jayray.com.*

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