

FOR IMMEDIATE RELEASE
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Derse Honored with In-House Design Award

Milwaukee, WI – Derse's approach to in-house design was recognized by the industry when *Graphic Design USA* honored the company with two In-House Design awards. *Graphic Design USA* is a monthly news and information magazine for and about the professional design community. The magazine organizes the American In-House Design Awards, which allows in-house marketing and communications departments to be recognized for their work. This is the first time Derse submitted entries for the award, and the company is pleased to have won honors for both of its entries.

Kristin Schroeder, Marketing Graphics Services Coordinator at Derse, states that these awards are important to the company. "Winning these awards confirms that we're hitting the mark in our efforts to connect with our clients. It's also great that Derse's in-house designers get this acknowledgement because this type of work can go unnoticed by the design community."

The first winning entry was a packaging concept developed for Dell in response to their request for trade show design to use at the Consumer Electronics Show. At the show, Dell wanted to highlight their new "Yours is Here" campaign, to convey the connection they have to their consumers. Derse brought the design proposal to life by designing interactive packaging that engaged Dell's trade show and marketing team with engaging design elements. The proposal was presented to Dell in a box with a sliding filmstrip mounted to the cover. Images in the filmstrip projected a timeline of the different life stages of Dell's consumers. The questions of "Who can I be?" "Who can I become?" "Who can I still be?" were portrayed with age appropriate images.

Schroeder notes that the images used in the filmstrip on the box cover represented these various life stages. "We wanted to make it apparent that we understood the message that Dell was trying to convey," she states. The inspiration for the packaging came from the campaign that Dell wanted to highlight at the show. "This was a great way for Derse to connect with Dell's trade show management team and for them to entrust us with creating this exhibit. We're showing them that we understand their messaging and are the partner to take this message into the three-dimensional face-to-face trade show market.

The second winning entry was packaging design created to contain a proposal for Harley-Davidson. Derse associates Nate Van Dyke, Graphic Designer and Jon Horn, Specialty Creative Director, collaborated on the project. In an effort to connect with the Harley-Davidson marketing team, Van Dyke and Horn conceived a Harley-inspired "saddlebag" to enclose the proposal book. Custom-made by Tailored Hide Custom Leather in Neenah, WI, the saddlebag featured a front buckle closure, riveted edges and a flame-shaped opening. The proposal cover was visible through the opening, showcasing the Harley-Davidson and Derse logos on a flame-orange background.

"I was happy to be able to contribute to such a unique project," said Van Dyke. "Producing striking packaging sets Derse apart from our competition because we're able to show the client that we're already a collaborative part of their team."

About Derse:

Derse is a complete face-to-face marketing company with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business strategies through:

- Experiential Marketing strategies that help increase your sales
- Program management tactics that help you control and reduce costs
- Creative architectural and graphic solutions that attract your target audience

Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis, and Pittsburgh. For more information, visit derse.com.

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