

**MEDIA RELEASE**  
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**Taste of Nova Scotia Brand Redesign Wins Silver for Spectacle Group**

**Halifax, NS, May 13, 2009** – The 2009 Summit Creative Awards® competition has honoured Spectacle Group of Halifax with the Silver Award for its brand redesign of Taste of Nova Scotia. This is the second year in a row that Spectacle Group has won in this category. Last year, they also won the Gold Award in the category Television Spot Less Than \$5,000.00 for the Noble Grape Passionate Winemaker Campaign.

“It was exciting to win the Silver Award for brand redesign again this year,” said Siobhan Cleary, Creative Director of Spectacle Group. “We’re proud to have won the award – but even prouder of how our work has helped Taste of Nova Scotia succeed in promoting culinary excellence in Nova Scotia.”

When the Taste of Nova Scotia Society and the Taste of Nova Scotia Quality Food Program merged to become the new Taste of Nova Scotia, the challenge was to develop a brand that expressed the organization's new vision. The new brand needed to create a new look and feel that told consumers that they could expect the highest standards in culinary products and services.

“The new identity has received rave reviews,” said Janice Ruddock, executive director of Taste of Nova Scotia. “The brand redesign has been a big part of our continued success in promoting authentic Nova Scotian culinary experiences.”

The Summit Creative Awards recognize and celebrate the creative accomplishments of small and medium-sized advertising agencies and other creative groups with annual billings of \$30 million or less. Over the past 15 years, the competition has established itself as the premier authority on creative excellence for firms of this size.

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**About Spectacle Group**

Spectacle Group is a full-service, visual communications and marketing studio in Halifax, Nova Scotia. Their work ranges from advertising and branding to interactive and environmental design. Spectacle Group brings a results-driven approach to every project they take on, from retail branding to wayfinding and interpretive design. Recent Spectacle Group projects include: the IncrEdible Picnic and The Art of Cooking Local campaigns for Select Nova Scotia; advertising campaigns for CompuCollege, the Atlantic Film Festival and the Disabled Persons Commission; and a website and branding for the Nova Scotia Health Ethics Network. For more information on Spectacle Group, visit [www.spectaclegroup.ca](http://www.spectaclegroup.ca).

### **About Taste of Nova Scotia**

Taste of Nova Scotia is a unique, province-wide marketing program, whose members are committed to offering the very best culinary experiences and products that Nova Scotia has to offer. The Taste of Nova Scotia membership, with more than 100 quality members, includes food producers and processors, as well as a collection of the best restaurants in the province. [www.tasteofnovascotia.com](http://www.tasteofnovascotia.com)

### **About the 2009 Summit Creative Awards**

This year's creative competition included companies from 26 countries. Winners were selected in categories that include: print, broadcast, emerging media, online advertising, marketing materials, direct mail, political, corporate video, public service, best idea never produced, industry self-promotion, brand redesign and student competition.

The International Summit Awards (SIA) organization was founded in 1994. The organization conducts the Summit Creative Award, the Summit Marketing Effectiveness Award and the Summit Emerging Media Award. The 2009 competition is the 15<sup>th</sup> year for the creative competition. Additional information about the Summit International Awards organization, its competitions and winning firms can be found at [www.summitawards.com](http://www.summitawards.com).