

AUGUST LANG HUSAK

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AUGUST LANG & HUSAK GRABS GOLD, SILVER AND BEST OF PRINT AT 2014 AMERICAN ADVERTISING AWARDS

Focus on Advocacy Campaigns Wins Big for Agency and Client

“We believe that every marketing campaign should reflect a company’s highest values.”

Mike August, Principal and CEO

Bethesda, MD, March 20, 2014: Strategic re-branding of the 23-year old Bethesda, MD advertising and PR firm paid off at the 2014 American Advertising Awards Gala in Washington, DC. August Lang & Husak (AL&H) took home some “precious metals” along with a Best of Print – all delivering the agency’s branding commitment to improving the human condition. Advocacy campaign wins for AL&H client, The American Academy of Orthopaedic Surgeons (AAOS), included a Silver ADDY® for a TV Public Service Announcement demonstrating the benefits of mobility on relief from chronic bone and joint pain. The AL&H print ad, illustrating the value of orthopaedic care to the American workforce, won a Gold ADDY® as well as the coveted Best of Print.

“We’re an agency with a unique perspective,” said Mike August, principal and CEO. “We believe that every marketing campaign should reflect a company’s highest values as a clear depiction of the kind of company that’s behind the message. AAOS is that kind of organization, one with the values that gave us the opportunity to tell a very important story about the vital role of orthopaedics in improving the human condition. Marketing with a mission is a direction we have chosen to pursue. We are pleased to see our creative work and dedication to advocacy honored by the DC Ad Club,” said August.

Since 1992, August, Lang & Husak has consistently delivered an elite level of strategic and creative excellence to a roster of high profile local, national and international brands, garnering the industry’s highest awards for marketing achievement. AL&H serves a broad range of specialties, including health care, media groups, B2B companies, non-profits, and package goods. On the GSA list, AL&H also has a portfolio of benchmark campaigns for the Federal Government. AL&H Principals are Mike August, Bill Lang and Chuck Husak.