

Vye & Hawkins Ash

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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## HAWKINS ASH BRAND STRATEGY EARNS AMERICAN ADVERTISING AWARDS

Hawkins Ash and Vye would like to jointly announce their excitement in being awarded two American Advertising Awards via the American Advertising Federation for their recent brand strategy efforts. Hawkins Ash was awarded a top-ranking Gold American Advertising award and Judge's Choice award for the work, submitted to the competition by marketing agency partner, Vye.

The American Advertising Awards is a nationally recognized award show sponsored by the American Advertising Federation, the nation's oldest national advertising trade association. It is the industry's largest and most representative competition, attracting nearly 30,000 entries every year in local AAF Ad Club competitions. The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in the art of advertising.

"When we first engaged, Hawkins Ash was seeking for their brand to inspire and focus on the 'good'. We formulated the 'Good Deal' concept to bring energy and excitement to the brand and communicate that by marrying world-class accounting and auditing services with community engagement, their clients get the best of both worlds," says Jen Lawrence, Vice President at Vye.

"Choosing Vye to assist in our brand refresh work was a 'Good Move,'" said Corenne Gutierrez, Marketing Manager for Hawkins Ash CPAs. "Our partnership with Vye was effortless and fun. Our Firm received an enhanced brand identity that brought life to our 65-year legacy and encompassed a strategic shift in our online presence, moving our domain from .com to .cpa."

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#### ABOUT VYE

Vye is a full-service growth agency that combines data, creative thinking, and technology to develop comprehensive marketing strategies for companies seeking to invest in marketing as a catalyst for growth. <https://www.vye.agency/about>

#### ABOUT HAWKINS ASH

Hawkins Ash is a regional, full-service public accounting firm. Since 1965 Hawkins Ash has provided consistent, thoughtful, and difference-making audit, accounting, tax, and consulting services to clients in Wisconsin, Minnesota, and across the United States. We are a growing firm with currently seven offices in Wisconsin and three offices in Minnesota. Firm-wide, we have 170 professionals and 20 partners. Hawkins Ash CPAs is an Inside Public Accounting Top 200 Firm in the Nation.