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For Immediate Release

ETA Advertising Honored With National Advertising Recognition

ETA Advertising, a full-service advertising agency located in Long Beach, CA, has been selected for The One Club Creative Showcase, a prestigious design and advertising honor that recognizes the world's best creative work. ETA Advertising was selected for the company's advertising campaign for the Newport Police Department, a crime awareness campaign named "The Stolen Collection," which recently launched. The unique, fashion-focused campaign educates the community on property theft prevention and encourages residents to lock up and secure their valuables.

Styled to resemble high fashion advertisements, The Stolen Collection ads feature models posing as criminals with stolen designer goods. The visuals are accompanied by the text "Secure your valuables or lose them." A unique approach to crime awareness, the campaign's message is both powerful and fresh. The objective of the campaign was to promote safety and increase awareness of the prevalence of property theft in Newport Beach. The multimedia campaign covers over 14 square miles throughout the city of Newport Beach with placement on 10 local buses, 8 bus shelters, 3 gas stations, a 30-second video that will air during previews at local theaters and local TV stations. The campaign also includes a social media presence and website with campaign PDFs: <http://stolencollection.com/>. ETA's creative work for The One Club can be viewed at <http://www.oneclub.org/creativeshowcase/>

"We're delighted to be working with the NBPD in communicating property theft prevention throughout the city of Newport Beach," said Cindy Allen, president and founder of ETA Advertising. "The Stolen Collection takes a unique approach that is fresh, witty and powerful. We are honored to be recognized by the One Club and are very eager to measure the impact that this campaign has on the community."

The ETA team who contributed to the project includes account executives Cassandra Popli and Paul Gately, creative direction by Mike Frey and Ismael Ford, art direction by

Niko Dahilig and Mike Trowbridge, photography by Kal Yee, and writing by Ismael Ford. They focused their work on creating a strong, eye catching campaign with an element of humor that would make an impact on the Newport Beach community without raising alarm.

About ETA Advertising

Founded in 2005, ETA Advertising is a fully integrated, award-winning advertising agency located in Long Beach, California. Some of their clients include Farmers & Merchants Bank, D.R. Horton, Proterra, Inc., Ensemble Investments, Signal Hill Petroleum, and UPS. ETA is located at 301 Pine Avenue, Suite B, in Downtown Long Beach. For more information about ETA's services, visit www.etaadvertising.com or call (562) 499-2305 for Cindy Allen.

About The One Club

The One Club honor exists to champion and promote excellence in advertising and design in all its forms. It is the world's foremost non-profit organization devoted to elevating creative work in the industry. The One Show remains the pinnacle of achievement by providing a showcase of the world's best work, and by inviting collaboration among individuals who are actively developing outstanding work.

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