

## DW + Partners' packaging and branding wins three silvers at the PAC Leadership Awards

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Toronto, Ontario (May 1, 2009) –DW+Partners (DW+P) of St. Joseph Content received recognition for its creative packaging at the 2009 Packaging Association of Canada (PAC)'s Leadership Awards in April.

DW+Partners' work was recognized with three silver awards. The PAC Silver Award for Brand Rejuvenation was awarded for DW+P's revitalized energetic appeal to Coca-Cola's Five Alive brand. The work included an updated brand mark with added depth, arcing baseline and more colour; newly animated high-realism fruit illustrations; and a fresher blue background rendered in metallic tones wherever possible.

DW+P's work creating a readily identifiable look across multiple product choices with an overlay of blue graphic elements and communication of key benefits displayed on the packages for the Irresistibles Life Smart brand earned the Silver Award for Brand Marketing.

Treasure Mills School Safe brand won the PAC Silver Award for Paperboard Packaging. DW+P worked with Treasure Mills to provide a bright new look and branding to appeal to kids while communicating its School Safe appeal to moms.

More than 250 entries from 75 companies competed at this year's awards. The PAC Leadership Awards are held annually to recognize the best in Canadian product packaging innovations. (For more information, visit [www.pac.ca/events/events\\_npc2.html](http://www.pac.ca/events/events_npc2.html).)

DW+P is an operating unit of St. Joseph Content, a division of St. Joseph Communications.

### About St. Joseph Content

St. Joseph Content is driven to providing our clients with every possible advantage to achieve success in today's highly competitive marketplace. Comprised of [Pi Media](#), [Alchemy](#), [DW+Partners](#), [Gottschalk+Ash International](#) and CMI, we are one of North America's largest and most comprehensive content creation organizations. In aggregate, St. Joseph Content delivers the widest array of integrated disciplines ranging from strategy, creative design, photography, and dynamic display content creation to retail innovations, branded environments, signage and wayfinding to the development of emerging technologies. Our extensive clientele, from diverse market sectors such as retail, catalogue, packaged goods, consumer loyalty, telecommunications, government, medical and financial, have greatly benefited from our distinct service offerings that centre on retail solutions and brand solutions. St. Joseph Content is a division of St. Joseph Communications.

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