

## AWARDS

The ACC gives *an A+* to Activate!



*How do you honor* top-notch athletes like Michael Jordan in a way that is truly meaningful? The ACC wanted to celebrate their 50th anniversary by recognizing the Top 50 Atlantic Coast Conference athletes throughout history across all sports. That was the challenge the ACC presented to Activate! Promotions + Marketing.

### *And we delivered.*

An event of this magnitude would not be well served by simply adapting and engraving an existing promotional item. So we brainstormed, researched and designed a unique item—a commemorative bronze medal bearing the ACC 50th anniversary logo and engraved them with the athlete's name and sport of participation.

How did the client respond? Jeff Elliot, Associate Commissioner for the ACC said, "The media have received wide-spread acclaim from the recipients for their quality, design and appearance." Looking for the perfect commemorative item? Activate! knows just how to honor your exceptional accomplishments.