



## Small Ax Creative Wins Three Telly Awards

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Contact:

Rebecca Goldstein, Director of Operations, Small Ax Creative  
info@smallax.com or (424) 251-8600

Creative and video production shop Small Ax Creative is pleased to announce winning one Gold and two Bronze awards at the 42<sup>nd</sup> Annual Telly Awards. Small Ax won Gold in the category of Non-Broadcast General – Fund Raising for its project “Hope Builders: 25 Days Building Hope – The Story of How it All Began”; Bronze in the category of Non-Broadcast General – Social Responsibility for King COVID: Public Responsibility PSA”; and another Bronze in the category of Non-Broadcast Craft – Use of Stock Footage for its project “.ORG Impact Awards for PIR.”

“2020 was quite a year. Small Ax Creative never lost a beat during the pandemic. We pulled all the punches--the COVID-safe ones, at least. On March 12th, when our partners needed content and support, we were able to pick up their calls and mobilize our global network. We’ve created so many kinds of content over the years using our unique Ideation process, and for us to be able to take a deeper dive into Social Impact content in 2020 and turn that incredible creative tool towards good causes made the effort all the more worth it. It was an honor to be recognized by the Telly Awards, and a victory of its own to further shine a light on these incredible organizations,” says CEO Jon Seidman.

### **About the Winner:**

In the early 60s, Bob Marley set out to reinvent how music was produced and valued in his home town of Kingston, Jamaica. Tired of having to follow the established path to fame and success he set out to make his own way and proved that with a different approach you could not only succeed but find a better way to free creative expression. This earned him the nickname “The Small Axe”.

At Small Ax Creative we believe that there is a better way to ideate and produce diverse creative content. We are a dynamic creative + production shop that leverages a hand-picked community of producers from around the world to create premium content for global brands. We are committed to collaborating creatively with our selected producers and clients to deliver the most engaging and highest quality content—from Super Bowl spots to social media campaigns and beyond.

Find Small Ax Creative online:

- Website: [SmallAx.com](http://SmallAx.com)
- LinkedIn: [LinkedIn.com/company/small-ax-creative/](https://www.linkedin.com/company/small-ax-creative/)



- Twitter: [twitter.com/SmallAxCreative](https://twitter.com/SmallAxCreative)
- Instagram: [instagram.com/Small\\_Ax\\_Creative](https://www.instagram.com/Small_Ax_Creative)

### **The Winning Videos:**

“The awards cover three disciplines: live action, animation, and edited stock footage. It especially meant a lot to us that each project was centered on social impact, and two of them were made for nonprofits. Each project showcases a unique approach to tackling a production need in the pandemic era, which our current system enabled us to do seamlessly without changing our process. Our Creative Network spans 6 continents, and we were able to leverage the different areas of expertise of our diverse creators and accomplish our goals efficiently—and, in keeping with our system, remotely” - says Chief Creative Officer RJ McFarlane.

***Hope Builders***, a live action production, was accomplished with an extremely limited crew that followed all safety guidelines and protocols put in place by state and federal government in order to ensure the safe capture of content.

***King COVID***, an animated project, was completed through animators working remotely from home within a 7-10-day period.

***Public Interest Registry*** desired a live action component but was not comfortable with filming in-person due to the pandemic. To meet this need, we were able to creatively use stock footage, existing footage from the showcased .ORGs and creative use of graphic and animated elements to create something wholly unique for their online award celebration.

### **About the Telly Awards:**

This is the 42nd annual Telly Awards, the preeminent award recognizing excellence in video and television across all screens, they receive over 12,000 entries from 50 states and 5 continents each award term. Its judges are top industry experts.

Find the Telly Awards Online:

- Website: [TellyAwards.com](https://www.tellyawards.com)
- Facebook: [facebook.com/tellyawards/](https://www.facebook.com/tellyawards/)
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