



Small Ax Creative Wins Six Telly Awards

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Creative and video production shop Small Ax Creative is pleased to announce winning one Gold, three Silver and two Bronze awards at the 43rd Annual Telly Awards this year. Small Ax was a winner in the following categories:

- **ADES Mission Video - 2021 .ORG Impact Awards** is a **Gold Winner** in Non-Broadcast - Sustainability: [Official listing link](#)
- **Holiday Inn Club Vacations: Good To Go!** is a **Silver Winner** in Social Video - Series: Travel & Tourism: [Official listing link](#)
- **2021 .ORG Impact Awards** is a **Silver Winner** in Non-Broadcast - Not-for-profit: [Official listing link](#)
- **2021 .ORG Impact Awards Winner Mission Videos** is a **Silver Winner** in Non-Broadcast - Charitable: [Official listing link](#)
- **2021 .ORG Impact Awards** is a **Bronze Winner** in Non-Broadcast - Hybrid Events: [Official listing link](#)
- **2021 .ORG Impact Awards Winner Mission Videos** is a **Bronze Winner** in Non-Broadcast - Social Impact: [Official listing link](#)

“We are beyond excited and incredibly honored to have been so recognized by this year's Telly Awards. We believe the best creative work comes from genuine collaboration, so this is also a true testament to our incredible partners on these projects, Public Interest Registry and Holiday Inn Club Vacations. Their trust in us and excitement for the creative process created a perfect environment to deliver truly outstanding work. This year's winners are not only a great example of how we are able to use our global network to capture incredible content for our partners around the world, but shines a light on how our ideation model allows us to deliver stand-out creative. I am incredibly proud of these amazing projects.” - says CEO RJ McFarlane

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
- LinkedIn: linkedin.com/company/small-ax-creative/
- Twitter: twitter.com/SmallAxCreative
- Instagram: instagram.com/Small_Ax_Creative
- Facebook: facebook.com/smallaxcreative

The Winning Videos:

“Wow, winning 6 more Tellys in 2022, 5 for sustainability and social impact is beyond humbling. There is so much that goes into telling these important stories, that’s much bigger than us. PIR trusting us to be the eyes and voice for their international nonprofits, who are doing the hard work will never be lost on us. 1 or 2 awards can be chalked up to luck and good story, but 9 over the past 2 years, 8 of which are for social impact and sustainability are a true testament to the Small Ax teams, I’m humbled to be a part of it.” says President and Founder Jon Seidman.

Public Interest Registry holds the annual .ORG Impact Awards program to recognize and celebrate individuals and organizations that have a connection to a registered .ORG domain for their contributions, achievements and impact they have made in their communities. Leveraging our global network of creatives, Small Ax Creative was able to send teams to various locations around the globe to capture footage and interviews with the winning organizations, highlighting the incredible work for which they were recognized. This amazing content garnered not one, but five Telly Awards including one Gold, two Silver and two Bronze in various categories in the social impact and non-profit space.

Holiday Inn Club Vacations was looking for a fun and unique way to show off their signature club vacation properties to reinvigorate new business that had fallen off due to the Pandemic. Utilizing a POV technique our creative teams showcased 11 properties around the country highlighting some of their top tier locations and amenities. The POV style allowed the viewer to see a snapshot of their dream vacation through their own eyes to create a sense of FOMO enticing them to check out the amazing properties for themselves. This light-hearted and fun campaign won a Silver Telly Award in the Travel & Tourism category.



About the Telly Awards:

The Telly Awards annually showcases the best work created within television and across video, for all screens. Receiving over 12,000 entries from all 50 states and 5 continents, Telly Award winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world.

This is an incredible achievement! With a number of high-caliber entries submitted, this year's 43rd Annual Telly Awards entrants truly represented the most innovative stories being told across all screens. As a Telly Winner, you are the standard bearer of excellence in our industry.

Find the Telly Awards Online:

- Website: TellyAwards.com
- Facebook: facebook.com/tellyawards
- Twitter: twitter.com/tellyawards
- Instagram: instagram.com/tellyawards