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Raising Cane's Captures Judge's Choice And Gold "Addy" Awards

PLYMOUTH, PA (March 27, 2009) – Raising Cane's Chicken Fingers, headquartered in Dallas, TX earned both a Gold "Addy" and Judge's Choice award from the American Advertising Federation's Northeast Pennsylvania Chapter during the organization's recent annual awards reception.

The awards were presented to the popular restaurant chain in recognition of their newly created corporate brochure and direct mail campaign targeting colleges, universities and airport locations in the non-commercial market. The project was led by Paul G. Tuennerman, Vice President of Business Development for Raising Cane's, with creative vision and graphic design support provided by Ideaworks Marketing & Design.

"The overall business strategy is something I conceptualized in an effort to bring Raising Cane's to the non-traditional segment, initially focusing on universities and commercial service airports," stated Tuennerman. "Ideaworks then helped us to extract and communicate the fundamental nature of our brand in a way that clearly differentiated us from our competition. The entire venture was very successful, and is still paying dividends for us in the form of new business. In fact, our executive management liked the portfolio element of the campaign so much that they are considering using it in a modified version as our primary corporate brochure and employee recruitment tool."

This is the third "Addy" award Tuennerman and Ideaworks have earned together in recent years as a result of their joint collaboration on marketing and branding projects.