

For Immediate Release

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**CHEEKY CAMPAIGN FOR ARLINGTON GROCERY
WINS ADVERTISING AWARD**

UPPER ARLINGTON, Ohio – Upper Arlington grocery Huffman's Market and UA marketing communications firm Forthwrite Communications have received the *Citation of Excellence* from the Advertising Federation of Columbus (AdFed) for the grocery's 2003 print advertising campaign.

Titled "Dear Tim," the tongue-in-cheek campaign is a take-off on the popular syndicated advice column "Dear Abby." In the ads, Huffman's Market owner Tim Huffman offers candid, peculiar and amusing advice to his shoppers and neighbors about issues affecting their daily lives. Fittingly, each bit of advice involves purchasing items available at Huffman's.

The campaign received the *Citation of Excellence* in the newspaper category for ads appearing in black-and-white. The "Dear Tim" ads run bi-weekly in Suburban News Publications' *Upper Arlington News*.

"We were looking for a creative way to get people talking about Huffman's Market," said Tim Huffman. "Needless to say, 'Dear Tim' has done the trick. The response from our customers and the community has been overwhelming. We've gotten lots of letters and even a few calls looking for actual advice. That told us the campaign was a winner even before it received awards."

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“Tim’s willingness to allow us to push the boundaries a bit is what has made this campaign an award-winner,” said Forthwrite president Scott Reisz. “The format allows us to be creative and clever, and, because there’s a new ad every other week, we can be topical and continually touch on things Huffman’s customers can relate to and enjoy. And Tim’s the perfect personality to front an offbeat campaign like this. We’ve had a great time working on it and look forward to many more installments.”

Forthwrite provides the concept and copywriting for the campaign, with graphic design by Jeff Vanik of Vanik Design.

The annual AdFed awards program drew 543 entries in 76 categories. Only 120 received the *Citation of Excellence*.

Located in Tremont Center in Upper Arlington, Huffman’s Market is a full-service grocery and state liquor agency offering quality grocery items, farm-fresh meats and produce, and personal service, including catering, pre-cooked take-out dinners and home delivery.

Forthwrite is an Upper Arlington communications consultancy helping small businesses find creative, cost-effective solutions to their marketing and communications challenges.