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Newport Avenue Market and Local Marketing Firm, Every Idea, Win National Marketing Awards

February 21, 2018 – BEND, Ore. – Newport Avenue Market and its marketing partner of almost two decades, Every Idea Marketing, were awarded for fresh thinking and creativity at the 2018 National Grocers Association Creative Choice Awards, taking home two awards at the ceremony hosted in Las Vegas, Nevada on February 13, 2018.

Newport Avenue Market picked up small retailer first place awards for the best ‘Connections through Print’ entry for the ‘We Know Our Sh*t’ campaign that highlights the expertise employees bring to the employee-owned grocery store, and for the best ‘Perimeter Departments’ entry for ‘What’s for Dinner Tuesday,’ the store’s wildly popular meal kit program that began in May of 2017.

The annual Creative Choice Awards contest honors the best marketing and merchandising programs in the independent supermarket industry that have boosted store traffic, increased item or department sales, positively impacted overall store sales, or provided a unique benefit to the community. Marketing campaigns and merchandising events or promotions held between December 1, 2016 and December 1, 2017 were eligible for this year's contest.

With a record number of 450 entries, the Creative Choice Awards saw immense competition as independent supermarkets from across the United States battled it out to win big for creative marketing and event campaigns. A panel of industry experts from across the country recognized the two Newport Avenue Market’s campaigns for creativity, clarity, and effectiveness among a total of 20 winners in 10 categories.

Newport Avenue Market CEO, Lauren Johnson, commented on the success of the market at the 2018 National Grocers Association Show saying, “We love what we do, and we always want our marketing to reflect our goal of creating a fun and unique grocery shopping experience.” Johnson said, “We, along with our long-term marketing partner, Every Idea, are honored to be recognized for the campaigns.”



Every Idea owner, Wendie Every, commends her client of seventeen years of allowing her team to always push the envelope to create campaigns that break through and don't sound like everyone else saying, "Newport's brand is edgy, fun, and unique, so it's important we work hard to bring that to light in the campaigns we create." Every said, "Both campaigns were created out of a great deal of research, strategy, and concepting, so to win national awards for this work is very rewarding."

About Newport Avenue Market

Since opening in 1976, Newport Avenue Market in Bend, Oregon, has been the No. 1 choice of Foodies in Central Oregon. A 100-percent employee-owned boutique grocer, Newport offers shoppers both mainstream and hard-to-find food items as well as kitchenware and unusual gifts. An 18-time winner of "Best Grocery Store" in Central Oregon by *The Source Weekly's* annual community poll, the market supports local producers and offers an expansive selection of high-quality, in-demand food and beverage items, including 500 varieties of craft beer. For more details, visit www.newportavemarket.com.

About Every Idea Marketing

Founded in 1991, Every Idea Marketing is Central Oregon's most established marketing agency, known for award-winning creative and results-driven marketing services. As a full-service agency Every Idea provides strategic planning, design, public relations, digital and social media marketing. From its origins nearly 30 years ago through its expansive performance today, Every Idea thrives on creating strong partnerships and producing powerful business results for Northwest companies. For more details, visit www.every-idea.com.

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