

METACAKE JOINS NASHVILLE'S ADVERTISING ELITE WITH 11 ADDY AWARDS

Trophy total ranks Metacake fourth among 75 advertising agencies.

NASHVILLE, TENN. – Metacake, a boutique marketing, design and technology firm based in Franklin, Tenn., solidified its place among the leading agencies in the Nashville area by taking home 11 ADDY Awards at the 50th Annual American Advertising Awards. The event was held on February 28, 2015 at Nashville's War Memorial Auditorium.

Metacake's 11 trophies represent the fourth highest total among the 75 agencies that submitted a total of 726 ADDY award entries, according to reporting by [The Tennessean](#). The American Advertising Federation (AAF) recognizes excellence in advertising at nearly 200 local competitions each year, with the AAF Nashville competition being one of the largest in the nation.

"We're honored to be associated with the largest and most respected agencies in Nashville," said Kenneth Ott, co-Founder of Metacake. "We're very proud of the results we've delivered for our clients, and having our work recognized with 11 ADDY Awards is just icing on the cake." After winning three ADDY Awards in 2014, Metacake more than tripled their trophy total in 2015, winning awards for their work in digital advertising, creative technology, social media, website design, responsive design, and other categories. Metacake attributes their success to having the unique ability to achieve client goals by balancing design and function with scientific measurement and conversion rate optimization.

Services offered by Metacake include brand development, marketing, experience design, product design, web and mobile development, ecommerce solutions, conversion optimization, and business intelligence & analytics.

"Delivering memorable, successful customer experiences takes a tremendous amount of work from a lot of different people," said Bob Strachan, co-Founder of Metacake. "The entire Metacake team has stepped up to create beautiful, high-converting websites, mobile apps, ecommerce sites, and marketing campaigns, and I'm ecstatic that we've been recognized for our efforts."

Metacake is a customer-focused design, technology, and marketing firm that creates digital experiences that are successful in their business goals and are visually stunning across a broad spectrum of industries. If you would like learn more about how Metacake can help your company, email contact@metacake.com, call +1 (615) 465-4884 or visit metacake.com.