

# PACE

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### *Pace Wins Five AVA Awards for Digital Excellence*

**GREENSBORO, N.C. (February 1, 2019)** – Pace, the largest independently owned brand storytelling agency in North America was awarded three AVA awards for digital excellence for their work with Argo Group. Their investor relations website, designed by Pace, won a platinum award. Sea Change, a video for Argo Group that highlights the struggles, risk and reward of challenging the status quo, won a platinum and a gold award. Pace also received two gold awards for their livestream event – PuppyThon, which benefited their local SPCA.

Sea change follows the story of the Volvo Ocean Race, a male-dominated sport, where teams sail identical yachts around the globe. Vestas 11<sup>th</sup> Hour Racing, one of three professional sports teams that Argo Group sponsors, took advantage of a new rule that encouraged teams to include more women in the event. Sea change is part of Argo Group’s No Risk, No Reward sponsorship campaign, which highlights their values of innovation, teamwork, and sustainability, while showcasing the importance of inclusion in sports.

The AVA Digital Awards is an international competition that recognizes excellence in planning, concept, direction, design and production of digital communications. The awards began in 1994 as a celebration of the audio-visual arts and have evolved over the years to acknowledge the expanding role that digital media and the web play in the communications field.

“We are honored to work with inspiring clients, like Argo Group, who share our values of innovation and creating a positive impact. Their stories allow us to produce exceptional work. Pace is incredibly proud and thankful for the continued recognition in our industry,” said Jason Whiting, president of Pace.

Pace was named a winner in the following categories:

- Platinum: Video Production | Creativity | Cinematography - Argo
- Platinum: Web-Based Production | Creativity | Website – Argo

- Gold: Video Production | Creativity | Editing – Argo
- Gold: Video Production | Long Form Video | Fund Raiser - Pace
- Gold: Digital Marketing | Marketing, Digital | Integrated Marketing - Pace

### **Pace**

Pace is a leading independent creative agency that develops integrated experiences for a diverse client base of some of the world’s most iconic brands. Its staff of more than 370 employees across the country produces award-winning work that moves audiences to action. Pace was founded and is owned by Bonnie McElveen-Hunter, the current chair of the American Red Cross. It has offices in Dallas and San Antonio, Texas; Greensboro, North Carolina; New York City; and Bentonville, Arkansas. For more information, please visit [Paceco.com](http://Paceco.com), [Twitter](https://twitter.com/Paceco) or [LinkedIn](https://www.linkedin.com/company/paceco).

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