

# RIVERS

## FOR IMMEDIATE RELEASE

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### Rivers Agency Receives Four MarCom Awards for Creative Achievements

Chapel Hill, N.C. – [Rivers Agency](#), a full-service advertising and development agency, has won four MarCom Awards for its [creative work](#) in the 2022 international competition. Platinum Award honors were given to Rivers' First Bank Project Launch campaign and Hub RTP branding. The Salesforce Configure-A-Character project and The Wharf Marina branding also earned Gold Award honors for the Rivers Agency.

“Our team is thrilled to have our work recognized again this year by the MarCom awards,” said Rivers Agency founder and CEO Lauren Rivers. “We strive to do killer work for our clients every day and earning these highly respected awards is a testament that our creative content programs are not only effective but recognized as best-in-class by the industry.”

[The MarCom Awards](#) recognize outstanding achievement by creative professionals involved in the conception, production, execution and delivery of marketing and communication materials. MarCom is one of the oldest and most revered creative communications competitions in the world.

Project Launch is an initiative by First Bank that supports local communities with innovative ideas to improve education. The Platinum Award-winning campaign by Rivers Agency involved the design and development of the Project Launch website and related promotional materials. Project Launch is anticipated to award \$500,000 in grants this year.

Hub RTP, whose campaign earned the Platinum Award, is a land development project in Research Triangle Park, N.C., designed to attract new, innovative businesses to the area. The Rivers Agency design team crafted the Hub RTP brand guide to reflect the academic heritage of the region as well as the exciting promise Hub RTP holds. Developers at Rivers built the Hub RTP website with a lively, interactive user experience. Scott Levitan, President and CEO of The Research Triangle Park Foundation, remarked “Rivers Agency has been our go-to for a number of strategic assignments. The team never disappoints. We owe a measure of our success to our Rivers Agency partners.”

Rivers Agency developed the Gold Award-winning Configure-A-Character experience for Salesforce's 2022 Dreamforce conference. Through an interactive digital tool that Rivers created, conference attendees outfitted a customized Astro character, one of the company's digital learning “guides,” and then received a plushie of their creation. The experience also

served as a tutorial highlighting the customer journey for Salesforce Sales Cloud and Service Cloud.

The Wharf Marina is a waterfront destination in Washington, D.C. that prides itself on being the leading marina in the Mid-Atlantic. Rivers Agency created its Gold Award-winning branding that combined nautical colors and imagery with the regional iconography of the District. To celebrate The Wharf Marina's place in the riverfront city of Washington, Rivers established the brand messaging and visual style, and designed graphical patterns and print material templates.

### **About Rivers Agency**

Rivers Agency is an [advertising](#), [branding](#), [design](#), [digital](#), [social](#), [PR](#) and [web development](#) agency with locations in Raleigh and Chapel Hill, North Carolina. Since 1993, our teams have been creating integrated campaigns, innovative marketing solutions and user-friendly web experiences for B2C and B2B clients on both a national and local scale.

We're proud that our creative and web development work has earned accolades from the Addy Awards, Communicator Awards, MarCom Awards, Davey Awards, W3 Awards, and our agency is recognized as one of the largest advertising agencies by the Triangle Business Journal. But our true passion is working with clients and using our creativity to seize opportunities and conquer challenges so we can deliver results and exceed your expectations.

To see our work or learn more, visit [riversagency.com](http://riversagency.com) or follow us on [Facebook](#), [LinkedIn](#), [YouTube](#), [Twitter](#) and [Instagram](#).

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