

Samantha Ward  
Viewpoint Creative  
617-597-6667  
sward@viewpointcreative.com

### **Viewpoint Creative Takes Home Two Awards at Boston Ad Club's Brandathon**

**Boston, Massachusetts:** Local boutique creative agency takes second place and the Comcast Spotlight Best Video Award, earning their client \$20,000 worth of TV-airtime. Viewpoint Creative competed against 11 other Boston agencies, including A&G, Sapient Nitro, Hill Holliday, and Digitas for one of the top spots in the 72-hour branding competition on August 18th.

Bridging the gap between the startup world and marketing world, the Ad Club's 3rd annual Brandathon gives local agencies a weekend to brand a fledgling company. Viewpoint Create developed a comprehensive brand campaign for EchoMe, an app that allows anyone to become a live-streaming DJ, broadcasting their favorite music out to friends and to the world. [See the full case study.](#)

"It's always good to challenge ourselves to come up with great ideas for new and up and coming brands. And also to think about how they can practically get their name to the world when they're just starting out"

– Jon Busch, Creative Director, Viewpoint Creative

"Amazing work, and even more amazing people. Nothing short of the best of the best. I felt like Viewpoint was a part of our team throughout the process, and honestly, they were. Can't thank them enough."

– Anders Bill, EchoMe

- The team rebranded EchoMe by developing a new logo and brand look, a print and OOH campaign, social extensions, an installation, a Launch Spot video, and a Brand Anthem video.
- Viewpoint won first place at the 2015 Brandathon with their rebrand of the startup Mugatunes. ([see case study](#))
- Viewpoint is a turn-key agency offering creative development through completion, all under one roof.

"We're very proud of the team that took on this project. It was awesome to see them utilize all the facilities we have here, from the mix studio to the editing suites- and I think it showed."

– David Shilale, General Manager/ Executive Producer/ Partner, Viewpoint Creative

About Viewpoint Creative: Viewpoint Creative is a creative agency located in Newton, Massachusetts specializing in advertising solutions for entertainment and lifestyle brands. Clients include HBO, AMC Networks, Travel Channel, Microsoft, and Staples.

[viewpointcreative.com](http://viewpointcreative.com)

###