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**ONCE AGAIN BOSTON SETS THE GOLD STANDARD  
FOR AWARD WINNING MARKETING AND ADVERTISING AT 57<sup>th</sup> ANNUAL HATCH AWARDS**

**BOSTON, MA** – The 57th Annual Hatch Awards, presented by The Ad Club, announced the 2017 winners for creative excellence in advertising last night at The House of Blues in Boston, to a crowd of over 1,000. The Hatch Awards are New England’s prestigious awards for creative branding, marketing and technology. With award categories ranging from print to TV, broadcast to digital, mobile, and web-based content, The Hatch Awards continued in its tradition of celebrating the very best in creative excellence in the region. A record number of creative pieces for national, regional and local brands were entered for consideration in this year’s awards.

“While judging The Hatch Awards, I kept thinking to myself: what a great vibe! I should skip NYC for once and visit Boston... [Judging] was really inspiring and fun,” says Hatch Judge, Diego Frietas, Creative Director, Havas Life São Paulo.

The Best of Show award went to Boston-based international agency MullenLowe for their client JetBlue, with this year’s “FlyBabies” campaign. In honor of Mother’s Day, this digital media video campaign achieved the nearly impossible, giving passengers a reason to smile every time a baby cried during their flight because with every crying baby, passengers earned 25% off their next JetBlue flight. The video spot earned JetBlue 5.5 million views and 640 million impressions.

Arnold Worldwide was another notable winner, taking home the largest number Hatch Bowls, with a total of 34. This included 11 Gold Awards. MMB also won an impressive 27 Hatch Bowls, including 7 Gold Awards.

In just their first year of entering The Hatch Awards, Fair Folk, an agency based in South Boston, was the rising star of the night, with 9 wins for their work for clients such as New Balance, Warrior, and Trillium Brewing Company.

Independent small agencies had an impressive showing at this year’s awards, including Sleek Machine, Mechanica, The VIA Agency, Nail Communications and others.

President of The Ad Club, Kathy Kiely, was quick to point out that this is not just a local award show any longer; it has grown into an award show for National Brands and Fortune 500 companies. “As brands like GE and Amazon continue to be attracted to Boston, the creative community will only keep growing. And The Hatch Awards proved once again how impressive our creative community is, from the winning agencies to the clients who approved the campaigns to our sponsors like Bose and Converse, who brought energy and fun to the evening’s event.”

For a full listing of this year’s judges, winners, and their accompanying work, visit <http://www.theadclub.org/hatch57>.

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**ABOUT THE AD CLUB**

The Ad Club is the trade association for the companies at the intersection of technology and branding. Focused on networking, education, professional development, advocacy, and diversity, The Ad Club presents over 40 events and programs every year, including events like The Hatch Awards, The Women’s Leadership Forum, Media Innovation Day and The Rosoff Awards. The Ad Club’s membership represents the best in class advertising agencies, media companies, and brands in the New England region. For more information on The Ad Club visit [www.adclub.org](http://www.adclub.org).