

## **Rouge24 is a Double Winner in 2015 Summit Creative Award Competition**

Creative agency receives two bronze awards for logo and packaging design.

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Rouge24, Inc., received two awards in the [Summit International Awards](#)' 2015 [Summit Creative Award](#) competition. The branding and packaging design agency took home bronze awards in both the Logo–Consumer Service category for the Women Owned logo designed for the [Women's Business Enterprise National Council](#) (WBENC) and its global division, [WEConnect International](#), in partnership with Walmart, and in the Packaging Series category for its Sam's Club's Daily Chef frozen fish packaging design.

The Women Owned logo, which can be used by any business certified by WBENC or WEConnect International, features a circle of women joining hands and is intended to increase consumers' awareness of products from businesses owned by women on store shelves. Sam's Club's Daily Chef frozen fish packaging design merges bright colors with large, clear, appetizing photography to attract attention inside a freezer case environment. Rouge24 also received a bronze in last year's Summit Creative Award competition for their rebrand of the Daily Chef line.

The Summit Creative Award competition, first held in 1994, is devoted to recognizing the creative talents of small and medium-sized advertising, public relations and graphic design firms around the world. This year, Summit received 5,000 submissions from 23 countries, which were evaluated by a respected panel of judges.

"We're honored to have won such a prestigious award," said Ann Macdonald, president and CEO of Rouge24. "With entries from 23 countries and such an esteemed panel of judges, we feel fortunate to have received the honor. The Rouge team is very dedicated and loves what they do, so this is a nice pat on the back for such a hard-working group of people."

### **About Rouge24, Inc.**

Rouge24, Inc., is an award-winning boutique branding and packaging design agency whose clients accounted for \$7.6 billion of the private-label market last year. Employing a cloud-based, technology-forward structure that maximizes efficiency, Rouge24's remote team of individuals with diverse expertise located across the country creates tailored solutions for each brand. Founded in 2009 by Ann Macdonald, Rouge24 is also a certified Women's Business Enterprise National Council (WBENC) Woman Owned business.

For more information, visit [www.rouge24.com](http://www.rouge24.com).

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