



**Contact:** Heather Barker  
Clearly Content Communications Inc.  
e- [info@clearlycontent.net](mailto:info@clearlycontent.net)  
t – (246) 241 -6300

## **NEWS RELEASE**

### **For Immediate Release**

#### **Clearly Content Communications and IDS Creative win Silver ADDY for entrepreneurship campaign, UPstart Caribbean**

**Bridgetown, Barbados, March 22, 2016.** An online campaign featuring the dramatized adventures of “Betty”, a female entrepreneur, has won Silver in the 2016 American Advertising Federation (ADDY) Awards.

The win, in the ADDY’s Film, Video & Sound – Webisode category, comes out of a creative collaboration between corporate communications storytelling firm, Clearly Content Communications Inc. and strategic design agency, IDS Creative Inc. on UPstart Caribbean, a Public Education campaign on entrepreneurship. The ADDY was the first for the firms.

The 30-second series of business tips chronicled the fictional adventures of Betty, a woman who has starts her own business. Each week, the series follows the young entrepreneur on her journey as she writes her business plan, expands sales, and creates a strategy to deal with competition.

In addition to appearing on Facebook, YouTube and [www.upstartcaribbean.com](http://www.upstartcaribbean.com), the audio versions of the webisodes were broadcast on The Beat 104.1 FM and Slam 101.1 FM. The series was sponsored by Massy United Insurance.

Heather Barker, Managing Director of Clearly Content Communications was excited at the win. “We’re really happy that a Public Education campaign designed to make entrepreneurship more accessible to Barbadians and others across the region, was recognised at this level. And it reinforces the positive impact which creative, developmental communications can have in people’s lives.”

Israel Mallett, Chief Creative of IDS Creative echoed her sentiments, saying, “This is the first project of this kind that we have undertaken as an agency and we are enthusiastic about and appreciative of the regional recognition that this collaboration has yielded.”

Clearly Content Communications and IDS Creative began their collaboration through the Youth Entrepreneurship Scheme and have worked together on several projects.

UPstart Caribbean was launched in June 2014 and is designed to excite and inspire more Barbadians to pursue entrepreneurship as a viable option. In addition to the “Betty” series, the programme has successfully hosted a series of workshops on starting and growing businesses; launched a website and Facebook page; as well as produced a series of success stories on regional entrepreneurs featured in

ZiNG, Liat's inflight magazine. The winning business tips can be found at:  
<http://www.upstartcaribbean.com/learn/resources/>

**ENDS**

**CAPTIONS:**

**Betty.jpg** – “Betty” was featured in an online campaign chronicling her adventures as an entrepreneur. The campaign won Silver in the 2016 American Advertising Federation (ADDY) Awards.

**005.jpg** – An online campaign featuring the dramatized adventures of “Betty”, a female entrepreneur, has won Silver in the 2016 American Advertising Federation ADDY Awards for IDS Creative (represented by Israel Mallett on the left) and Clearly Content Communications Inc. (represented by Heather Barker on the right). The series was sponsored by Massy United Insurance, here represented by Trudy Bellamy.

**About Clearly Content Communications Inc.**

Clearly Content Communications Inc. provides honest, effective and compelling stories through strategic communications and digital communication, which create happy and harmonious relationships between clients and their customers, stakeholders and target audiences.

**About IDS Creative Inc.**

IDS Creative Inc. is a consultancy specializing in digital media, branding, design and content management providing a blend of social and traditional media to develop comprehensive brand experiences.