



PRESS RELEASE

(For immediate release)

GVB Korea Campaign Wins Gold Award at 2008 Creativity Awards

(Tuesday, September 2, 2008; Tumon, Guam) GVB's advertising campaign in Korea was recognized at the 2008 Creativity Annual Awards, one of the world's most prestigious awards shows. The ad was created and submitted by Leo Burnett Korea, GVB's creative team in Korea, who elevated Guam's image with a series of high-end, artistic ads which won the CE Gold Award at the recent competition.

Travel savvy visitors from Korea make up the second largest group of tourists to Guam and the new campaign was designed to attract this cosmopolitan audience. The winning ads have eye catching graphics and a young, modern attitude. The concepts are trendier than other GVB marketing campaigns for promoting Guam, but the edgier style is more effective with Korea's smart, stylish traveler.

"There's a real up to date energy with this campaign," said Marketing Manager Pilar Laguana. "These ads were different for Guam, very modern and fresh. We were really excited when we first saw the campaign. It's wonderful that Leo Burnett Korea was recognized for this work. GVB is thrilled to add our congratulations to Leo Burnett Korea for winning the CE Gold Award."

Creativity Annual Awards is one of the longest running international advertising and graphic design competitions. It is judged by a panel of advertising and design professionals who volunteer their time and knowledge without personal agenda or bias. To provide fresh perspectives, new judges are selected from year to year. Unlike newer competitions, Creativity Annual Awards has the tradition, respect and international reach that heightens the impact of winning an award.

The campaign, titled "Guam has Everything," used suntans and shopping to represent Guam's attractions as a tropical, yet cosmopolitan, island, comparing the two in a way that is imaginative and effective. The Guam Visitors Bureau is proud that Guam was the focal point of this award winning campaign and send our warmest regards to Leo Burnett Korea for an excellent performance.

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