

## **PROMAX/BDA TO HONOR PSYOP WITH 2008 BDA LIFETIME ACHIEVEMENT AWARD**

### **Design Firm will Accept Top BDA Honors Amid Powerful BDA Session Lineup**

**Los Angeles, CA – March 27, 2008** – Promax/BDA has announced its plans to honor Psyop with the 2008 BDA Lifetime Achievement Award. The award, which will be presented during the 53<sup>rd</sup> annual Promax/BDA Conference this June, recognizes the international design firm for its ability to consistently influence audiences across all media on behalf of a top echelon of clients, such as Absolut, Adidas, Coca Cola, EA Sports, ESPN, Fox Sports, Home Depot, McDonald's, MTV HD, Mercedes Benz, Nike, Pfizer, Target and X-Games. Brett Ashy, BDA Chairman and President of the Ashy Agency, will interview the five principals of Psyop during the conference and make the presentation at the BDA Awards Show.

Jonathan Block-Verk, president of Promax/BDA, said: "As an international creative force, Psyop has developed, designed and produced some of the world's most engaging and impressive content. Their awe-inspiring collective encapsulates the creativity, innovation and passion that characterize this esteemed award."

Psyop joins an exclusive roster of design visionaries previously honored with the BDA Lifetime Achievement Award, including last year's recipient Bob Greenberg, chairman, CEO and global chief creative officer of R/GA, a pioneer in the advertising industry for three decades; 2006 award honoree Peter Max, the artist and pop icon whose work was influential and much imitated in advertising design in the late '60s and early '70s; and 2005's Pablo Ferro, hailed as "the godfather of the MTV style," whose special montage sequences, trailers, titles and logos have enhanced more than 100 films and remain a vital part of television history.

A special honor for BDA members, the BDA Lifetime Achievement Award is just one part of an extensive lineup that also includes multiple BDA-focused sessions. Some highlights include:

- ***Titillating Titles: The Best of Title Design***, which will feature the industry's leading design studios dissecting their award-winning work and discussing the creative process of developing title design.
- ***Creative Showdown***, where top talent from five studios will have 60 minutes to take on big-budget boards to prove, once and for all, that when it comes to the money shot, it's more about brains than Benjamins.
- ***Selling Sponsorships without Selling Out***, where creative visionaries show how they've effectively managed client expectations, developed killer creative and maintained the fundamental integrity of their brand when integrating brand sponsorships.

Returning BDA favorites, including State of Design (this year hosted by *Motionographer's* Justin Cone), 20/120, State of Our Art, Making the Cut, and more, will also be on the conference agenda. The 53<sup>rd</sup> annual Promax/BDA Conference takes place June 17-19 at Manhattan's Hilton New York Hotel. For more information on the Conference, or to register, visit [www.promaxbda.tv](http://www.promaxbda.tv)

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of entertainment and information content marketing, promotion and design professionals. For further information, please visit <http://www.promaxbda.tv>.

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