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**ETA Advertising ‘On-Target’ Once Again as  
Three-Time Finalist for Prestigious SoCal Awards from BIA**

LONG BEACH, Calif., Sept. 7, 2011 – Nationally acclaimed full-service advertising agency ETA, one of Southern California’s fastest-growing marketing firms, has been recognized for its work in support of Gallery 421 – a luxurious, ultra-sleek Long Beach rental community from established builder William Lyon. A recently announced finalist in three categories for the prestigious Builders International Association’s (BIA) SoCal Awards on Sept. 24, ETA’s problem-solving, results-oriented approach was lauded with nominations for branding, digital marketing and Web design.

“ETA maintains a far-reaching creative perspective when it comes to all clients, but with our roots here in Long Beach, nobody but ETA was better-suited to create a distinct local identity for Gallery 421,” said ETA Founder and CEO Cindy Allen. “Gallery 421 is truly a head-turning Long Beach rental destination, and it’s an honor as well as an affirmation that ETA’s strategic vision is being considered for multiple SoCal Awards.”

With a reputation for insight and imagination, ETA received finalist recognition from the Southern California chapter of BIA for *Best Neighborhood Branding*, *Best Internet Marketing Campaign* and *Best Website*. The SoCal Awards celebrates the best in new-home marketing and merchandising. Finalists in nearly 30 categories were announced in August.

For Gallery 421, ETA applied integrated tactical executions to a creative strategy that had to account for the saturated Long Beach rental market and ongoing economic downturn. The result was a 50 percent lease rate at Gallery 421 within the first five months after opening, and the property continues to experience robust traffic from prospective renters.

## **ABOUT ETA**

ETA is a full-service advertising and marketing agency, offering a wide variety of services to meet the needs of clients regionally and nationwide. As one of the fastest-growing advertising firms in Southern California, the company continues to build extensive credentials in a variety of industries, including real estate, entertainment, government, health and beauty and retail. ETA has distinguished itself as an agency capable of taking on complex, multi-million-dollar projects while delivering measurable results and maintaining the kind of day-to-day senior-level client relationships and accountabilities more common to a boutique operation.

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