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ETA Advertising Hits Bull's-eye with Top Web Honors at Prestigious BIA SoCal Awards

LONG BEACH, Calif., Sept. 27, 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 gallery421 – a luxurious, ultra-sleek Long Beach rental community from established builder Lyon Communities. For its innovative and captivating design, ETA took home the prize for *Best Website for a Builder or a Community* at the prestigious Building Industry Association's (BIA) SoCal Awards on Sept. 24.

ETA's problem-solving, results-oriented approach to promote gallery421 also was lauded with nominations for branding and digital marketing.

"The entire ETA team works tirelessly each day to produce inspiring work that exceeds the creative challenges and business goals set forth by our clients – not work necessarily destined to receive industry acclaim," said ETA Founder and CEO Cindy Allen. "But winning such a fantastic honor from BIA is a prestigious byproduct of our hard work, attention to detail and vision – validating our consummate effort to deliver on all client expectations."

With a reputation for insight and imagination, ETA received finalist recognition from the Southern California chapter of BIA for *Best Neighborhood Branding* and *Best Internet Marketing Campaign*. But it was ETA's class-leading Web effort (www.lyongallery421.com), which was judged on quality of design, ease of obtaining information and organization of message that garnered top prize. The SoCal Awards celebrates the best in new-home marketing and merchandising. Finalists in nearly 30 categories were announced in August.

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For gallery421, ETA applied integrated tactical executions, including the award-winning website, 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 gallery421 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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