

C3 AGENCY NAMED GOLD WINNER OF 2015 AMERICAN BUSINESS AWARDSSM **13th annual Stevie® Awards presented June 22 in Chicago**

[ATLANTA] – June 23, 2015 – C3 Agency, a boutique experiential marketing firm, has been named a Gold Stevie® Winner for Marketing Campaign of the Year in the Personal Care category at the 2015 American Business Awards. C3 earned the award for the agency's innovative campaign that represented Yes To Carrots' first national experiential marketing campaign – the 2014 #YesToMovement Beauty Bike Tour.

Elements of the award-winning campaign included:

- Designed and built two custom, eco-friendly bikes that integrated the best practices of promotion marketing enhanced by influencer marketing and mobile technology
- A 20-day, 2-city promotion campaign that stopped in 72 target consumer-rich locations including: farmers markets, spinning studios, and retail stores such as Whole Foods and Target
- Developed an app that matched consumer skin concerns to the perfect Yes To product collection
- Customized product sampling based on the consumer's specific skin care needs
- Secured nearly one million impressions – exceeding the client's program goal by more than 3100%
- Acquired more than 23,000 new Facebook fans – exceeding the campaign goal by 180%

The American Business Awards are considered the nation's preeminent business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small. More than 3,300 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration.

"C3 Agency thoroughly enjoyed creating a high-impact, game-changing campaign for Yes to Carrots with the 2014 #YesToMovement Beauty Bike Tour," said Christine Courtney-Myers, CEO and Founder. "To have our work recognized on a national level and to be in such distinguished company is a true honor."

Details about The American Business Awards are available at www.StevieAwards.com/ABA.

About C3 Agency

Founded in 2000 in Williamsburg, Brooklyn, C3 Agency is a creative shop offering engagement marketing and experiential event programming that thrive in unexpected, non-traditional locations. C3's hybrid approach leads to compelling brand experiences that spark media coverage and drive consumer action, advocacy and amplification.

C3 is led by Christine Courtney-Myers a pioneer and innovator in the field of experiential marketing. She has curated her "agency of experts" to include a meticulously vetted network of top production, social media and experiential marketing specialists in US markets and key global hubs. As a result, C3 is able to serve brands and their agencies across the country and around the world. For more information, visit www.C3agency.com.

About the Stevie Awards

Stevie Awards are conferred in six programs: The American Business Awards, The International Business Awards, the Asia-Pacific Stevie Awards, the German Stevie Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Stevie Awards programs receive more than 10,000 nominations from organizations in more than 60 nations each year. Learn more about the Stevie Awards at www.StevieAwards.com.

Sponsors and partners of The 2015 American Business Awards include Biz Talk Radio, CallidusCloud, Engility, Fareportal, John Hancock, PetRays, and Softpro.