



BBR: On Bookshelves Now!

Harper Collins chooses 12 BBR Creative Projects

In selecting exemplary works for two of its newest promotional/marketing collections, publisher Harper Collins has chosen 12 BBR Creative projects for inclusion in its two industry books.

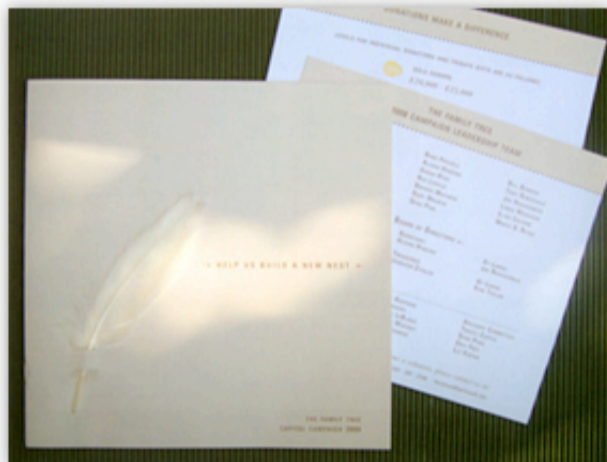
The books, titled *The Big Book of Self Promotion* and *Market Smart: The Best in Age- and Lifestyle-Specific Design*, spotlight selected works by marketing and promotional agencies from across the globe. Between the two guides, now on store shelves, 12 projects created by BBR Creative were featured. Works include print ads, T-shirts, trailer wraps and other promotional pieces the publisher dubbed outstanding creative work.



BELFOR - Razzle Dazzle Snowflake Soiree Invitation



Fred's Lounge, Mamou, Louisiana



The Family Tree - Capital Campaign 2008



Downtown Lafayette Unlimited - Spring 2006 Schedule

[Click here](#) to view a full slideshow.

Harper Collins touts *The Big Book* as a corporate resource offering fresh examples of how creative companies promote themselves and their clients. Featured within are nine unique BBR projects developed for clients such as Home Bank, BELFOR, Fred's Lounge, Downtown Lafayette Unlimited, as well as self-promotional pieces. *Market Smart* showcases three BBR projects along with 500 other age-, gender- and lifestyle-specific designs from around the world.

"BBR is honored to be recognized alongside other successful marketing and branding agencies who clearly approach creative problem solving with a client-first attitude," said BBR Partner and Creative Director Cathi Pavy. "Given the successful nature of each of our featured campaigns, it's obvious the publisher understands what makes for an effective piece."

According to Harper Collins, the publisher readily features work that "celebrates the aesthetics and culture of the world around us," ranging from pop culture and music to architecture, art and photography. More information about the publisher and guides can be found at www.harpercollins.com.