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For Immediate Release

**ISM Work Wins Best Poster Design at International Film Festival**  
*IFF Boston receives 2009 IFFS Audience Choice Image Award*

BOSTON, MA -- ISM, a Boston-based marketing company specializing in problem solving for premier travel and lifestyle brands, has been recognized for its graphic design work on behalf of the 2009 International Film Festival of Boston. Attendees at the 6<sup>th</sup> Annual International Film Festival Summit—held December 6-8 in Las Vegas—selected IFF Boston as having the best 2009 national festival movie poster.

The International Film Festival Summit (IFFS) is the largest international organization representing the film festival industry and provides the only annual conference and symposium for film festival professionals and entertainment executives. Two Audience Choice Image Awards were presented to the national and regional film festivals with highly creative and engaging movie posters. The voting placed special emphasis placed on uniqueness, theme and creative direction.

ISM's campaign for IFF Boston included the winning poster, a movie trailer and other materials viewable at <http://www.ismboston.com/work/iff-boston.html>. Brian Tamm, Managing Director of IFF Boston explained "It's our first holistic campaign. It speaks with one voice we've never had before."

Bob Minihan, ISM's Executive Creative Director and Partner, added "Our campaign was about the audience being as essential to the process as the filmmakers themselves. The Audience Choice award is proof they got the idea and, thankfully, liked it. Me, I'm happy IFF Boston broke all their festival attendance records."

The 2010 International Film Festival of Boston is scheduled to take place April 21–28. For more details, please visit <http://www.iffboston.org>.

#### About ISM

ISM has been creating stories that travel and innovating in the category since 1984. Founded as a consulting firm, today the company's services encompass all forms of digital and traditional marketing communications delivered by a unique and skilled team that has served on both the client side of the travel industry and in senior positions at some of the world's most recognized advertising and branding agencies. Among the clients that have turned to ISM for its expertise are Abercrombie & Kent Residence Club, American Express, Barbados, Best Western, Emirates, Four Seasons Hotels and Resorts, Harley-Davidson and the United Nations Foundation.

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