



First Place
Pompeian Vinegar Labels
 Package Design Campaign - 3 or more pieces



First Place
Smith & Solomon
 Driver Incident Reduction Program
 Direct Mail Campaign



Second Place
Lotito Pecorino Table Cheeses Packaging
 Package Design Campaign - 3 or more pieces



Certificate Of Recognition
Pompeian Trade Ad
 Trade Magazine Advertising

Block & DeCorso captures first place for packaging and direct mail excellence at the 42nd Annual Jersey Awards.

VERONA, NJ - June 2010

At the 42nd Annual Jersey Awards, hosted by the New Jersey Ad Club on June 2nd, Block & DeCorso, the Verona, New Jersey branding and public relations firm was honored with two first place awards in consumer package design and direct mail, a second place in the same package design category, and a certificate of honor in trade advertising.

The 1st Place Jersey Award for "Package Design Campaign: 3 or More Pieces" was presented to Block & DeCorso for the agency's redesign of Pompeian vinegar labels, and the agency also took second prize for Lotito Foods Pecorino table cheese packaging.

"Our redesign of the labels for Pompeian's line of vinegars was part of a total rebranding of the entire Pompeian line of olive oils, vinegars and cooking wines to generate stronger shelf appeal and lift sales to an even higher level than the century-old importer already has achieved," stated Bill DeCorso, President of Block & DeCorso. "We are pleased to have taken both first and second prizes in this highly competitive category."

Block & DeCorso demonstrated its versatility by taking home the top Jersey Award for "Direct Mail: High Impact with Premium" for three unique mailings it created to launch the introduction of Smith & Solomon Training Solutions' unique Driver Incident Reduction Program. The agency also earned a Certificate of Recognition in the "Trade Ad" category for Pompeian's "green" initiative ad.

Hundreds of entries are submitted each year to the New Jersey Ad Club and the top three in each category are given recognition at the awards dinner for their superior quality of design.

About Block & DeCorso

Block & DeCorso has been building strong brands since 1968. As a full-service agency, the firm develops integrated marketing communications programs, spanning both business and consumer media, for national and regional accounts. The firm has extensive experience in the food and beverage, financial, home products, health-care, and education industries. Block & DeCorso is located in Verona, New Jersey, 973-857-3900.

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