

FOR IMMEDIATE RELEASE

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Award-Winning Campaigns “Doing Good” in Michigan

EAST LANSING, MI: Genesee Health System, the Michigan Association of Broadcasters and the Michigan Gaming Control Board all have something important to say to Michiganders. They have invested in getting their messages out—and they are working to make Michigan a better place to live, work and play.

The community awareness and education campaigns were developed in partnership with King Media, an East Lansing-based marketing agency known for delivering critical messaging to hard-to-reach audiences. So far, the campaigns have earned 11 platinum and three gold awards on international platforms—including the recently announced 2024 AVA Digital Awards.

Genesee Health System’s “Help is Here” campaign earned platinum for Digital Marketing. The fully integrated effort is designed to deliver the message that wellness and mental health care are more important now than ever. “The anti-stigma approach is highly impactful and highlights Genesee Health System as a hopeful beginning. As a result, we have experienced a large increase in people reaching out to get started with their treatment journey,” explains Jennifer McCarty, GHS chief operating officer.

Video production for the Michigan Association of Broadcasters’ “Be There” campaign earned two platinum awards for Video Ad Series and Long-form Video. “The ‘Be There’ campaign is an incredible tool for Michigan broadcasters,” shares Sam Klemet, MAB president and CEO. “Our industry is evolving rapidly and the King team put together a campaign that is modern, engaging, and helps us better connect with a new generation. We are proud of the partnership and how the initiative has helped elevate awareness.”

The Michigan Gaming Control Board’s “Don’t Regret the Bet” campaign launched in March 2023 just in time for Problem Gambling Awareness Month and the NCAA Men’s Basketball Tournament, popular for sports betting. The campaign continues today, using custom animation and a lighthearted message to remind Michiganders to keep gambling fun. Its two platinum awards are for Digital Marketing and Creativity in Website Design.

Sandra Johnson, Responsible Gaming section manager, shares “Prevention is one of the most effective approaches. The ‘Don’t Regret the Bet’ campaign, King Media and their talented team have been

instrumental in achieving this goal. We have a great collaborative partnership and know that between our industry knowledge and their creative talent, we will continue to amplify our commitment to player protection and offer resources that can provide help and hope for Michigan citizens.”

King Media partners almost exclusively with organizations seeking to create tangible, positive change in Michigan communities. “The campaigns are getting a lot of attention,” shares Coleen King, the agency’s president and founder, “But the real win is what they are doing for communities throughout Michigan. It’s humbling to know that by getting it right we’re helping people in a variety of meaningful ways.”

Celebrating 25 years of creating change, King Media is a full-service marketing and advertising agency that provides research-based solutions in response to client needs. Founded by Coleen King in 1999, the agency’s core competencies include market and community research and analysis, brand development, creative and message development, strategic planning, graphic design, media planning and buying, and web design and development. King Media’s corporate office is centrally located in East Lansing, MI, with additional offices in Ada and St. Joseph, MI. For additional information and to view recent work, visit KingMediaNow.com.

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