

Press Release

Oya Wins Coveted ADDY Award for XL Construction Website

The American Advertising Federation Silicon Valley (AAFSV) awarded a prestigious ADDY statuette to The Oya Group for excellence in design and usability for XL Construction website.

Los Gatos, CA — March 14, 2013

Today The Oya Group was recognized by an elite group of peers for their outstanding work on the redesign of XL Construction's website. The work was judged by three senior agency creative directors from top-tier Western Region agencies; Tom Gehring of the Gehring Company, Brian Dunaway of Vitro, and Michael Pitzer of Catalyst Marketing. They chose XL's website out of the largest group of submissions that have ever been entered into the ADDY competition. That the website stood out from this highly creative and prestigious group is a testament to Oya's forward thinking, fresh ideas, and spot-on execution.

"Working with Oya was a great experience. We're so glad we chose them for our brand refresh and website design," says XL President Eric Raff. "Oya took all the great things about XL and helped us communicate them prominently on the site. We love it and have gotten great feedback from our clients and partners. We are thrilled that they won this prestigious award for the work they did on our website."

Patti Larson, the Marketing Director for XL notes, "The Oya team is awesome. We wanted a site that better represented the company XL has become, and they dug right in. They worked closely with us from concept to launch, and were diligent and creative every step of the way. They guided us in finding the right elements of the XL brand to keep and developed new elements that refreshed and refined it. The site does a great job engaging our audience – from clients and partners to prospective employees. The new team page is super cool. It provides a rich and personal view of the people that make XL great."

XL's site is modern and highly interactive, especially in the portfolio and team sections. The entire site invites users to play and explore, while keeping the professional and rigorous tone that is so important to XL's brand identity.

Karen Hebert, Oya's CEO and Chief Creative Officer notes, "We are thrilled and a bit in awe of winning this award. The competition was tough and we honor the other winners for 2013. The work presented at the awards was top-notch. I am so proud of all the people who helped bring this website to life especially our design therapist Clint de la Paz. And, I'd like to thank the folks at XL who entrusted us with their brand refresh. They are definitely in my Top 10 list of favorite clients!"

About Oya

The Oya Group is a Silicon Valley-based integrated creative agency in Los Gatos, CA. We help our clients define or refine their brand, then activate it across a range of media and outreach programs.

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