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AFFI Receives MarCom Award for Design Excellence

McLean, VA – The [American Frozen Food Institute](#) (AFFI) today announced its [2014 Annual Report](#) was named a MarCom Awards Gold Winner by the Association of Marketing and Communication Professionals (AMCP).

The MarCom Awards is an international marketing and communications competition recognizing outstanding achievement in the design of print, visual, audio and web-based materials. Over 6,500 entries from corporate marketing and communications departments, advertising and PR agencies, design firms, associations and freelancers from the United States, Canada and 15 other countries were submitted for the 2015 competition. The Gold Award is presented to entries judged to exceed the high standards of the industry norm.

“AFFI is honored to be selected as a MarCom Awards Gold recipient,” said AFFI Interim President Joseph Clayton. “AFFI’s 2014 Annual Report debuted AFFI’s newly evolved logo and brand in an effort to modernize the Institute’s visual identity.”

AFFI’s new logo and brand modernization is designed to strengthen the Institute’s ability to visibly advocate for the frozen food and beverage industry in a variety of ways and deliver messages to a more diversified group of audiences, from millennials to boomers and lawmakers to consumers.

Founded by creative professionals in 1995, AMCP serves to honor outstanding achievement and service to the communication profession. Winners of the MarCom Awards were selected from over 200 categories in seven forms of media and communication effort – marketing, publications, promotion, public service, creative, electronic and interactive.

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The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food and beverage industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry’s behalf. More information can be found at www.affi.org.