

VSSL Agency Wins Best Event Marketing at the 2023 Sandie Awards

VSSL Also Recognized as a Finalist in Branding and Influencer Marketing Categories

SAN DIEGO, CA, US, May 31, 2023 /EINPresswire.com/ -- [VSSL Agency](#), a full-service creative digital marketing agency located in San Diego, took first place in the Event Marketing category at the [2023 AMA San Diego Sandie Awards](#) for [Brains & Brews on the Bay](#). VSSL was also a finalist in two additional categories: Branding (the most competitive category, where the agency received a perfect score for its work on Permiso) and Influencer Marketing.



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The Sandie Awards, organized by the San Diego chapter of the American Marketing Association, is an annual awards gala that recognizes the most powerful marketing campaigns and communications by agencies, consultancies, educational institutions, companies, and nonprofits.

About Our Event: Brains & Brews on the Bay

Brains & Brews on the Bay was the agency's event for San Diego Design Week 2022. The theme of the year was inspiration. At VSSL, the crew's ritual for staying connected and inspired is finishing our workday together, with a casual beer on the harbor. The agency wanted to invite the local design community to participate in that experience.

The VSSL crew designed and built a custom trivia app that tested everyone's design trivia knowledge, and prompted attendees to collaborate with other designers on creative challenges. It was hosted at the Mission Bay Yacht Club, right on the water, so folks could hang out, have a drink, and network with other attendees.

In order to promote the experience, VSSL created an identity that leveraged some of the agency's core brand elements such as typography and color. VSSL created a custom logo lockup that was used in all of the collateral, including the app, signage, and social promotion.

Brains & Brews on the Bay was a huge hit, selling out a week beforehand and seeing 100% participation in the trivia and design challenges. Most importantly, it was a lot of fun and fostered a collaborative, creative environment for the local design community to meet new people.

About VSSL Agency

VSSL Agency is a full-service creative digital marketing agency located in San Diego. VSSL builds brands, invents campaigns, and creates websites for growth-oriented B2B businesses who are ready to expand their digital future. With VSSL's brand-first approach, companies can stand out in their market, attract the right customers, gain maximum value, and deliver bold digital marketing experiences that will drive sustained growth for long-term success. For more information, visit vsslagency.com.

About American Marketing Association San Diego

San Diego AMA is a 501(c)3 organization comprised of marketers at all career stages, from senior level to students, dedicated to advancing the art of marketing and creating unique growth and learning opportunities for marketers. San Diego AMA provides education, networking, information, resources, and valuable connections in a fun and approachable environment where personal development goals can be achieved. Visit www.sdama.org.

David Tillson

VSSL Agency

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