

Helm Creative Studio Wins Hermes Award for Strategically Human Holiday Gifting Campaign

Helm Creative Studio wins Hermes Creative Award for 2025 holiday advent calendar campaign, "There's No Place Like Helm for the Holidays."

PHILADELPHIA, PA, UNITED STATES, September 14, 2026 / EINPresswire.com/ -- There's no place like Helm — and now they have the award to prove it.

[Helm Creative Studio](#), a full-service marketing and creative agency, today announced it won a [Hermes](#) Creative Award — an international competition recognizing outstanding work in marketing and communications — for its 2025 holiday advent calendar campaign, "There's No Place Like Helm for the Holidays."



WOMAN-OWNED. AWARD-WINNING. IMPACT-DRIVEN. STORY-FOCUSED.

“

Strategically Human means real care, chosen by real people, resulting in real wins.”

Ashlee Hollis, CEO of Helm Creative Studio

The win comes in the category of Strategic Client Gifting — one Helm helped establish within the Hermes Creative Awards' Marketing Collateral & Brand Assets division.

Designed and illustrated in-house by the Helm team, the campaign centered on a custom-built gift box featuring twelve drawers, each holding a curated item from a local Philadelphia business, chef, or vendor. Clients opened one drawer per day in the lead-up to the holidays, discovering

original notes explaining why each item was chosen.

The boxes were assembled by hand – reflecting Helm’s "Strategically Human" brand philosophy — a commitment to creative work that prioritizes personal connection and craftsmanship over AI.

"This award recognizes something bigger than a holiday gift," said [Ashlee Hollis](#), President and

Founder of Helm Creative Studio. "It's an international honor for strategic client gifting, a category we helped create, and it proves that when you fill a box with products your clients actually love, chosen and packed by real people, that kind of care resonates. Add that we used products from vendors and individuals we've worked with for years, and it becomes a layered celebration of human connection. That's what being Strategically Human means to us."

More than 100 clients and collaborators received the advent calendar, which included a matching holiday card with handwritten messages from Helm's founders and team, and an originally illustrated shipping box.

About Helm Creative Studio: Launched in 2015, Helm Creative Studio is a woman-owned, award-winning, impact-driven, and story-focused marketing and creative agency with a Qualified Production Facility, The Story Factory, in Philadelphia. Through human-centered storytelling and with a mission to make creativity and social impact the industry standard, Helm is redefining what it means to achieve excellence in creative services while valuing people over production, from Philadelphia to the rest of the world.

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