

FOR IMMEDIATE RELEASE:
March 11, 2024

Element Earns Award for Exceptional Marketing Excellence
Charter Steel “Art of Steel” Video Earns Element American Advertising Award

DE PERE, Wis. – [Element](#), a fully integrated marketing agency known for its results-focused approach, is proud to announce it has been honored with an American Advertising Award (ADDY) from the American Advertising Federation (AAF) of the Fox River Valley.

The 2024 ADDY Awards celebration recognizes excellence in creativity and innovation across various advertising platforms. The event was held on March 7th at Poplar Hall in Appleton, Wisconsin and brought together professionals across Northeastern Wisconsin to showcase their work.

Element and our sister company, Studio 44, received an award in the category of Brand Content and Entertainment for Online Film, Video, and Sound for its [Charter Steel “Art of Steel”](#) brand video.

Element and Studio 44 partnered to create a captivating brand awareness video for the Wisconsin-based steel mill. Emphasizing steel manufacturing as an intricate art, the immersive video blended precision with passion and expertise. Element’s strategy showcased Charter Steel through video, conveying the impressive and special atmosphere of its mills while emphasizing the role of Charter’s dedicated employees. The campaign aimed to capture Charter’s expertise cinematically, with angles highlighting their craft and mill sounds bringing the process to life. Minimal voiceover provided context, while music enhanced the emotional connection with viewers. It demonstrated Element’s commitment to pushing the boundaries of creativity and providing impactful marketing solutions to its clients.

“Element isn’t just about creating ads; it’s about connecting people and building relationships between brands and audiences,” said Jody Bennett, Creative Director at Element. “We are honored to receive this award, it’s a testament to the hard work, creativity, and dedication of our entire team, and the strong partnerships that we have forged with our clients.”

For over 20 years, Element has been known for its innovative marketing approach, offering a multitude of services including digital and traditional media, social media, and public relations, among others. The agency prides itself on its ability to deliver customized solutions that resonate with target audiences and deliver powerful results for clients across different industries.

For additional information about Element and its services, visit <https://goelement.com/>

Images are available for media use [here](#).

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About Element:

Element’s fully integrated marketing approach is purpose built, aligning strategy and execution to ensure results. Having an integrated approach is what separates the good from the great. That’s why we’ve been obsessed with crafting a high-performing suite of in-house marketing services, from

digital to public relations to creative. One step at time, we continuously grow, adapt, and strengthen our connections to achieve the best bottom line for our clients.

Our team of pros has been hand-picked from across the country—all with expertise in their respective marketing disciplines, giving you the power you need to reach your goals. Our focused team approach will simply work better for you than managing a variety of vendors with multiple agendas. We prefer partnerships over projects, and once our clients experience the difference of an integrated, results-based agency relationship, they don't look back.

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