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Wilmington Chamber Honored with Communication Excellence Award

Wilmington, N.C.—The Carolinas Association of Chamber of Commerce Executives (CACCE) recognized the Wilmington Chamber of Commerce “Your Advocate” branding campaign with a Communication Excellence Award during the Staff Leadership Development Conference in Hilton Head Island, SC on April 26, 2018. The Communication Excellence Awards recognize outstanding communications efforts by chambers of commerce in North Carolina and South Carolina. The Wilmington Chamber was presented the award for best campaign for a chamber with more than 700 members.

“To succinctly define the Chamber’s mission in a two-word tagline is challenging because there are so many areas that our work encompasses,” said Communications Director Scott Czechlewski, who developed the campaign idea and creative aspects. “The goal of the Your Advocate branding campaign is to highlight the Chamber’s role as the regional advocate on issues important to the business community and bring attention to the Chamber board’s desire that we are the leading advocate for strategies that increase prosperity, as we have outlined in the 2017 Strategic Plan.”

The Your Advocate branding campaign uses real-life examples to show how the Wilmington Chamber has had an impact in the community on a variety of issues ranging from the completion of MLK Parkway to leading the education effort to pass parks and recreation bonds.

“Scott’s work has resulted in a fantastic rebranding for the Wilmington Chamber,” said Wilmington Chamber President Natalie English. “The ads he created help to tell the Chamber’s story. We’re proud that our peers across the Carolinas have recognized Scott’s work with this award.”

The CACCE communications awards were recognized in four categories: Advertising & Marketing, Campaigns, Electronic, and Publications. One award was presented to the highest scoring chamber in each of the four categories based on the following chamber sizes: under 700 members and over 700 members. Entries were judged based on originality, design / quality, and results achieved. The entries reflected communication efforts taken or completed during the past 18 months.

CACCE is the professional development organization dedicated to improving the educational opportunities for chamber of commerce executives and staff members in North Carolina and South Carolina. CACCE equips chamber of commerce professionals with leadership skills and tools to build innovative chambers. The organization was formed in 1994 when the North and South Carolina state chamber associations merged.

[Photo caption: Wilmington Chamber of Commerce Communications Director Scott Czechlewski accepts the CACCE Communications Excellence Award in the Campaigns category during the CACCE Staff Leadership Development Conference in Hilton Head, SC on April 26, 2018.]

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