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Baker Creative receives award for controversial crisis communication

Groveport, OH- Baker Creative is a Gold Award recipient for the MarComm Awards 2012 competition in the category of Public Relations Crisis Communication Response. Baker Creative joins 18 percent of over 6,000 entries that applied globally. Representing Virginia Oil and Gas Association, Baker Creative developed a campaign strategy to defend the natural gas industry.

“VOGA reached out to us to research and plan a strategy that would help with their reputation management and brand issue. We were happy to assist in educating the public about natural gas,” Michele Cuthbert said.

With the industry being attacked, Baker Creative’s goal was to create a timely, peaceful solution that would assist in establishing a positive presence online. Extended research and objectives led to both public and political support for the Virginia Oil and Gas Association as well as uniting industry regionally.

For more information, please contact Baker Creative at (614) 836-3845 or mbaker@baker-creative.com

About Baker Creative

Baker Creative brings more than 30 years of marketing communications and management to the Columbus Market, providing advertising, public relations and Web-based solutions to a variety of consumer and business-to-business clients nationally. For more information please visit: www.baker-creative.com or Twitter @bakercreative

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