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## HEARTS AND LASERBEAMS AMONG W3 WEB DESIGN AWARD WINNERS

### Local Design Studio Gains Recognition in National Contest

Savannah, GA, October 6, 2014– Local design studio Hearts and Laserbeams was named a Silver Winner in the Self Promotion category of the 9<sup>th</sup> annual W3 Web Design Awards.

#### **About the W3 Awards**

The W<sup>3</sup> Awards honors creative excellence on the web, and recognizes the people behind award-winning sites, marketing programs, social content, mobile site/apps and online video. In honoring the best of the Web, the W<sup>3</sup> Awards is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

In its ninth year the W<sup>3</sup> Awards received over 4,000 entries from Ad agencies, Public Relations Firms, Interactive Agencies, In-house creative professionals, Web Designers, Graphic Designers and Web Enthusiasts.

*"I'm absolutely thrilled our own site was chosen as a great example of a promotional website," says Hearts and Laserbeams owner and designer Steph Calvert. "We've been focusing on strong, unique branding for our clients – not just in logo design, but in messaging and site layout. This award shows us we're on the right track in practicing what we preach."*

The W<sup>3</sup> is sanctioned and judged by the Academy of Interactive and Visual Arts (AIVA). The AIVA is an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising and marketing firms. AIVA members include executives from organizations such as Agencynet, AvatarLabs, Big Spaceship, Brandweek, Code and Theory, Disney, HBO, Microsoft, Monster.com, MTV, Sesame Workshop, Victoria's Secret, Wired, and Yahoo!. For more information, and a full member roster, please visit [www.aiva.org](http://www.aiva.org).

#### **Judging and Awarding**

In determining winners, entries are judged based on a standard of excellence as determined by the AIVA, according to the category entered. To uphold a high standard of excellence, a category may have multiple winners, or may have no winners at all. Entries are scored on a 100-point scale by the judges.

Less than 10% of all entries will be selected as Gold Winners. Other outstanding entries will be Silver Winners. Best in Show selections represent the highest mark of distinction and are also selected by the Academy based on scoring. The judges will award Best in Show honors to only the top 1% of all work entered.

*Steph continues, "My hope is that more small business owners will recognize they need to do more than set up a Facebook page to promote their businesses online. The algorithm on Facebook is always changing, and the number of people seeing business page posts is dropping constantly. A website from 1996 can't compete with today's mobile responsive websites, either; it's time to kick it up a notch. When small business owners are ready create a new online presence or take their existing web design to the next level, we're here to help."*

### **About Hearts and Laserbeams**

Hearts and Laserbeams is a design studio located just outside of Savannah in Guyton, Georgia. They offer web design, graphic design, and illustration services to small business clients all over the United States. Clients have included national brands Kohl's Department Stores and Grande Cheese Solutions as well as smaller independent businesses like 3 Girls Holistic and Craftcation Conference.

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If you would like more information, please contact Steph Calvert at (714) 655-5272 or email at [info@heartsandlaserbeams.com](mailto:info@heartsandlaserbeams.com).