



THE OYA GROUP WINS OFFICE DEPOT SMART BUSINESS VIDEO CONTEST HOW TO SURVIVE A RECESSION

LOS GATOS, Calif. — September 23, 2009: The Oya Group, a full-service marketing and advertising agency in Silicon Valley has won one of the top prizes in Office Depot’s smart business video contest.

The contest was to produce a video that described how, as a small business, The Oya Group was using its creativity to survive the recession. The final video can be seen here,

http://www.oyagroup.com/company/digital_short.html.

Up against a bevy of other small businesses, Oya was chosen for its unique take on recession survival tactics. The video was done as homage to *The Office*, the quirky and funny, continent-spanning take off on offices and office politics. And the survival tactics include replacing FedEx with a resident black Labrador, using one of the owner’s kids as the cost-reduced shredder, and catering client pitches with the fruit from the trees behind the office.

“The video contest really allowed us to spread our wings a bit and use lighthearted and humorous content, much as we push our clients to do,” says Karen Hebert, CEO of The Oya Group. “It is something that allows us to show off to our clients and prospects exactly how a touch of humor can personalize your company to the marketplace.”

“It was a lot of fun to produce,” says Lesley Palfreyman, Oya’s lead creative and producer of the video. “We loved this video because of its tongue-in-cheek approach. When you’re looking at YouTube broadcasting, it allows a certain amount of latitude that isn’t available for the more ‘serious’ advertising we do for many of our clients.”

The Office Depot award is just one of a string of awards that The Oya Group has captured in the past year. Other awards include several Addys for the VirtualPBX website—a site that is also winning accolades in VirtualPBX’s industry—as well as recently winning an award for the woman-owned business of the year.

About The Oya Group

The Oya Group is a full-service marketing and advertising agency that serves the San Francisco Bay Area with outcome-oriented creative services. As professional storytellers we ensure that your marketing is engaging, memorable, and results producing. Oya’s services span traditional marketing and advertising to more specialized services such as branding, Strategy and online marketing. Clients range from high-tech to mobile marketing to facility management — and everything in between.

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Media Contact:

The Oya Group

Adam Gordon

408 358 3444 x234

adam@oyagroup.com

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