



ICF Olson Wins Best in Show at Innovation SABRE Awards

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Olson Engage Most Recognized Agency With A Total of Eight Wins

FAIRFAX, Va., Feb. 28, 2018 /PRNewswire/ -- [ICF](#) (NASDAQ:ICFI), a global consulting and digital services provider, announced today that [ICF Olson's](#) public relations, social and experiential agency, [Olson Engage](#), was recognized with eight Innovation SABRE Awards at this year's North America gala, making it the most recognized agency of the program. Leading into the event, Olson Engage [received a record 23 finalist mentions](#), the highest single-year total in the history of the competition.

ICF Olson Engage earned the highest honor—Best in Show—for its work on [Paqui's One-Chip Challenge](#), which raised awareness of the chip brand by calling on consumers and media to eat "the world's spiciest chip." The campaign, which featured a single chip sold in an individual, coffin-shaped box, received widespread awareness from a spot on [the Today Show](#) to [massive social media engagement](#) delivering over one billion impressions and driving increased distribution and sales.

"This recognition is particularly meaningful because these awards are intended to celebrate 'what's next' in marketing and communications," said [Bryan Specht](#), president for Olson Engage. "We're proud to work not only with bold clients seeking new and innovative approaches, but also with highly creative teams of marketers who are at the forefront of consumer engagement."

The Paqui campaign also won four additional "best of" category honors including Digital Promotions, Activations, Earned Media and Product Launch. Other Olson Engage campaigns receiving category honors were [Elevate Minnesota](#) for both top campaign in Public Affairs/Lobbying and Best in Identity Branding, and Starburst for Best Use of Illustrations and Photography in its [All-Pink Starburst campaign](#). Six additional Olson Engage campaigns were "shortlisted" for this year's awards.

The Holmes Report's Innovation SABRE (Superior Achievement in Branding, Reputation and Engagement) Awards recognize "insight and innovation" in digital and social media, data and analytics and content creation in all its forms. The SABRE Awards are the most-entered PR awards competition.

One of the world's top 50 agency companies, ICF Olson is purpose-built for new realities facing clients. ICF Olson boasts uniquely broad and deep expertise across the entire spectrum of marketing services and has been recognized with numerous top industry accolades for its work in loyalty, customer relationship management, advertising, communications and digital marketing. Olson Engage's [various industry awards](#) include being a finalist for four PR Week Awards including [Outstanding Midsize Agency](#). In 2017, the agency earned multiple [Cannes Lions](#) honors, Shorty Awards and One Show Awards, and was named finalist for the Holmes Report's [Creative Agency of the Year](#).

About ICF

ICF is a global consulting services company with over 5,000 specialized experts, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future. Learn more at [icf.com](#).

Caution Concerning Forward-looking Statements

Statements that are not historical facts and involve known and unknown risks and uncertainties are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; and our ability to acquire and successfully integrate businesses. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements are included in the "Risk Factors" section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.

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