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Phoenix-Based Communications Firm, *ideas*Collide* Receives 2011 IMPACT Award for Company Culture

SCOTTSDALE, Ariz. – June 8, 2011 – Only one week after accepting four Spectrum awards for excellence in design and marketing, ideas*Collide, a Scottsdale marketing and communications agency, recently received the 2011 IMPACT Award for Company Culture.

The IMPACT Awards, presented by the Greater Phoenix Chamber of Commerce, recognize small businesses and their contributions to the Valley business community. The event includes awards presented for community involvement, innovation, company culture and response to adversity. Out of 80 nominations, ideas*Collide was selected to have the greatest impact through company culture.

“When the agency was started six years ago, we founded it on the principle that you can’t love your life if you don’t love your work,” said Matthew Clyde, president and founder of ideas*Collide. “We work as hard as we can to get results, but we also make sure we have fun together while we’re doing it.”

ideas*Collide continues to reach back to its roots of an integrated team working together. Full agency meetings are still regularly held around a table quite similar to the kitchen table where the firm began. Team unity is something cherished by the firm and noticed by clients.

“I like working with Ideas Collide because each team member has a sense of creative style and purpose,” said Scott Brown, Communications Director at Gold Canyon, one of the agency’s original clients. “They are willing to do anything for Gold Canyon’s success, including trying things that haven’t been done before. They are thriving because they care more about their clients’ successes than their own.”

In addition to receiving the IMPACT award for Company Culture, the agency recently received four American Marketing Association Spectrum Awards in the categories of Direct Response Loyalty Campaign for a client’s rewards program, Integrated Campaign Service for another client’s sponsorship of Arizona State University football, Collateral Sales Kit for GoldCanyonStories.com and Interactive/Online Social Media for a Facebook module which promoted hotels and vacation locations across the United States. These awards follow six Hotel Sales Marketing Association International (HSMIA) Adrian Awards, presented to the agency earlier this year.

“ ideas*Collide is a true example of a company culture that fosters an entrepreneurial spirit.” said Todd Sanders, president and CEO of the Greater Phoenix Chamber of Commerce. “We look forward to watching their growth and influence on our community.”

About ideas*Collide

ideas*Collide, Inc. is a marketing and communications firm in Scottsdale, Ariz. Founded on the idea that effective marketing strategies result when creative insight is coupled with research and analytics, ideas*Collide specializes in designing fully integrated marketing solutions. Since 2005 the firm has been servicing clients from FORTUNE 100 to new start-ups in a variety of industries including high-tech, consumer packaged goods, travel and hospitality, as well residential and commercial real estate among others. Learn more at <http://ideascollide.com>.

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