



## NEWS RELEASE

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### **Maryland State Ad Agency named Best Small Agency of the Year by MUSE Creative Awards**

#### ***Agency honored with eight awards for creative excellence***

**OWINGS MILLS, MD** – The [Maryland State Ad Agency](#) (MSAA), a division of Maryland Public Television, recently came away with eight 2024 [MUSE Creative Awards](#), an international advertising awards program celebrating excellence and innovation in the realms of creative design, advertising, and digital media.

MSAA earned six Gold and two Silver awards during this year’s awards competition, including the Gold award in the "[Best Small Agency of the Year](#)" category (up to 25 employees) and awards in "Branded Content" categories for impactful video messages produced by MSAA for Maryland state agency clients. The awards were announced on April 12.

The full-service advertising, marketing, communications, and media-buying service, established in 2017, serves the needs of Maryland state government agencies and related organizations.

“Our MSAA team is honored to be recognized by industry peers for the important work we’re doing to support a wide range of Maryland agencies,” said Steven J. Schupak, general manager, MSAA. “Our clients are seeing how MSAA campaigns are amplifying their critical messages and making quality of life and lifesaving impacts on citizens across our state.”

Here is a complete rundown of MUSE Creative Awards earned by MSAA:

- **GOLD: Best Small Agency** (up to 25 employees)
- **GOLD: 988 campaign – for Maryland Department of Health**; category - Branded Content-Fitness & Wellness
- **GOLD: Maryland Good Samaritan Law – for Maryland Department of Health**; category - Branded Content-Cause/Awareness

- **GOLD: Anti Stigma – for Maryland Department of Health**; category - Branded Content-Public Service & Activism
- **GOLD: Testimonial – for Maryland Department of Housing & Community Development Homeowner Assistance Fund**; category - Branded Content-Other
- **GOLD: for Maryland Energy Administration**; category - Branded Content-Public Service & Activism
- **SILVER: Naloxone – for Maryland Department of Health**; category - Branded Content-Cause/Awareness
- **SILVER: Fentanyl & Xylazine – for Maryland Department of Health**; category - Branded Content-Cause/Awareness

The MUSE Creative Awards, established in 2015 by the International Awards Associate (IAA) as part of the MUSE Awards Program, celebrates and honors excellence and innovation in creative design, advertising, and digital media. IAA was founded with a mission not only to honor and promote but also to redefine benchmarks for recognizing exceptional design and media contributions.

Competition entries are evaluated in the following areas:

- Creativity / Concept / Idea
- Content / Brief / Objective / Planning / Execution
- Visual / Design
- Innovation / Functionality / Effectiveness
- Impact / Memorability

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#### **About Maryland State Ad Agency**

The [Maryland State Ad Agency](#) (MSAA) is a division of [Maryland Public Television](#) (MPT) and a full-service advertising, marketing, communications, and media-buying service for Maryland state agencies and related organizations.