
PARTNERS + NAPIER ACCOUNT PLANNER WINS AWARD AT CHIAT STRATEGY FESTIVAL



Account planner for Rochester-based advertising agency Partners + Napier won the 'Pick of the Litter' award last week during the 2010 American Association of Advertising Agencies' Jay Chiat Strategy Festival. Michael Chatfield was chosen based on his work from a case study he submitted for Kodakmoments.com. "The role of account planning is to inspire the team with a provocative insight about our audience, which creates the possibility for great creative work," said Chatfield. "Our inspiration here was that despite obvious differences, people all over the world are united by having the same core human emotions."

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