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**MONSTERS Devour Gold ADDY Award for
Mobile Application Development**

AKRON, OHIO. . . Creative agency [MONSTERS Unlimited](#) was recently honored with a Gold ADDY for best mobile application at the 2014 American Advertising Federation (AAF) Akron ADDY Awards.

"I've always appreciated the amazing work that comes out of the Akron creative community, so it's very humbling for our efforts to be honored alongside the fantastic work of our agency neighbors," said MONSTERS Unlimited owner and creative director Patrick Jebber. "Our team strives for excellence so it's nice to get a nod from AAF-Akron."

MONSTERS Unlimited earned the Gold ADDY Award for its creative work developing the innovative [Unite This City](#) application (currently available for Apple iOS and Android devices). Unite This City is a membership-driven mobile and Web app designed for individuals living and working in Cleveland, Ohio, and surrounding areas.

When an individual becomes a Unite This City member, they gain access to cash savings at hundreds of local stores, restaurants, service providers and entertainment venues. Members also have opportunities to win monthly prizes like trips, shopping sprees and high-tech gear. More than just a local rewards program, Unite This City is about a commitment to support and strengthen the local community, economy and charities.

"This was a unique project for the MONSTERS Unlimited team primarily because we were able to build this mobile program from the ground up. The client came to us with an initial idea, but was excited for our input throughout the process," Jebber said. "We worked closely with them to develop a strategy and focused on making the Web and mobile app well-rounded and rich with features. That's a challenge in the first version of any app."

As a regional Gold ADDY Award winner, MONSTERS Unlimited will now be in the running for district and national ADDY awards for mobile application development. The next round of judging for the AAF American Advertising Awards is slated for March 14 & 15, 2014. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in marketing and advertising.



MONSTERS
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MONSTERS Unlimited is a creative agency with a business brain, offering a full suite of marketing and branding services—including website design, brand management and mobile application development. Have an idea for a mobile app? From conceptualization to execution, we can help you bring it roaring to life. Learn more about our mobile app development services by calling (877) 401-4949 or visiting thinkmonsters.com.

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