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San Francisco's Mortar Wins Addy Awards for St. Mary's ER and Isilon Ad Campaigns

San Francisco, Calif. (March 13, 2007) – San Francisco integrated marketing agency Mortar was awarded two 2007 Addy Awards by the Greater San Francisco Ad Club for its ad campaigns for St. Mary's Medical Center and Isilon Systems.

Mortar won a Gold Award in the Out of Home category for its "Famous Last Words" campaign for St. Mary's QuickCare ER. A departure from typical healthcare advertising, the campaign takes a gently humorous approach to the everyday situations that send people to the emergency room. Intended to deliver a local, San Francisco feel, the ads can be seen around the city on buses, bus shelters, and banners. View examples from the campaign [here](#).

Mortar's "Almost" campaign on behalf of Isilon Systems took home a Silver Award in the Mixed Media/Cross Platform category. The campaign, which includes print and online advertising, shows that breakthroughs don't happen overnight. A viral component—The Almost Awards—was dedicated to honoring those who had greatness firmly in their grasp, and somehow found a way to fumble it. See examples from the campaign [here](#).

The ADDYs are the advertising industry's largest and most representative competition, attracting more than 50,000 entries every year. The San Francisco ADDY Awards is the first of a three-tier, national competition.

About Mortar

Mortar is a San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations, and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>

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