

# Able&Co. Continues Award-Winning Streak with Recognized Excellence in Advertising and Branding

*Able&Co.'s award-winning work continues to help organizations across all industry verticals elevate their brand and stand out in their market.*

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[Able&Co.](#) has once again demonstrated its leadership in branding, advertising and marketing with an exceptional showing in the 2025 awards season. With more than 30 prestigious awards spanning multiple categories, the agency

continues to be recognized for its strategic creativity, impactful storytelling and effective marketing solutions. That history of recognition includes accolades from the Triangle Sales and Marketing Council (TSMC) Major Achievements in Marketing and Excellence (MAME), the

American Advertising Federation (AAF) ADDY Awards, the Service Industry Advertising Awards (SIAAwards), the Academy of Interactive & Visual Arts' W3 awards and the National Association of Home Builders' (NAHB) The Nationals.

“

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*Jenny Taylor*

Beyond its success in marketing in the real estate, tech and consumer goods industries, Able&Co. has also made a significant impact in the medical and healthcare sectors,

earning recognition from the likes of the Aster Awards and the Healthcare Advertising Awards. Able&Co.'s commitment to creative excellence and measurable business returns continues to earn acclaim across a variety of industry verticals. The agency is passionate about building impactful campaigns across diverse industries and remains at the forefront of marketing success.



Just a few of the awards Able&Co. has won over the years.

## A Legacy of Excellence

Since 2012, Able&Co. has been honored across a broad range of categories for over 150 brand experiences and executions across print, digital, broadcast and integrated campaigns. As a full-service agency, Able&Co. specializes in managing every aspect of a brand's presence, from strategy and creative development to engagement and fulfillment. Through data-driven strategy and human-centric storytelling, Able&Co. remains a steady leader in an ever-evolving marketing landscape.



W3 Awards won by Able&Co.

## 2024 Accolades

These honors, received across local, state and national competitions, underscore Able&Co.'s reputation as a trusted partner for brands in real estate, homebuilding, service industries and beyond.

### Home Builders Association of Raleigh-Wake County – MAME Awards – 8 awards

At the Home Builders Association of Raleigh's 2025 MAME Awards, Able&Co. earned eight wins for its work with The Jim Allen Group, showcasing excellence in categories such as Best Print Ad, Best Special Promotion, Best Signage, Best Digital Marketing Campaign, Best Social Media Campaign, Best Graphic Continuity, Best Email & Rich Media Campaign and Best Overall Marketing. The wins reflect the agency's ability to craft cohesive and compelling campaigns that resonate across multiple platforms.

### Home Builders Association of North Carolina – STARS Awards – 6 awards

At the statewide level, Able&Co.'s collaboration with The Jim Allen Group led to six STARS Awards in 2025, including Best Marketing Campaign for an Associate, Best Advertisement for an Associate, Best Website for a Community, Best Website for an Associate, Best Video Project and Best Brochure or Newsletter for an Associate. These awards highlight the agency's expertise in digital marketing, content creation and brand storytelling within the homebuilding industry.

### National Association of Home Builders – The Nationals Awards – 3 awards

Competing on the NAHB national stage in 2025, Able&Co. contributed to three award-winning projects. The Silver awards recognized excellence in Best Overall Advertising Campaign, Best Print Campaign and Best Radio Commercial/Campaign.

## Academy of Interactive & Visual Arts – W<sup>3</sup> Awards – 2 awards

Recognizing excellence in digital creativity, the 2024 W<sup>3</sup> Awards honored Able&Co. with two Silver wins for outstanding work in website design and interactive campaigns. The agency earned recognition for the i4DM Website Brand Launch, a project that established a compelling and user-friendly digital presence for i4DM, as well as JAG Spin to Win: The Game of Life, an engaging and innovative digital experience created for The Jim Allen Group. These awards underscore Able&Co.'s ability to merge strategy and creativity, delivering digital solutions that captivate audiences and drive engagement.

## Service Industry Association – SIA Awards – 13 awards

Able&Co. also made a strong impact at the 2025 SIA Awards, securing thirteen honors across a range of categories. The agency took home Gold Awards for Digital Video Advertisement, Publication, Total Advertising Campaign, Integrated Marketing Campaign, Logo/Letterhead Design, Website Design, Special Video (More than Two Minutes), Marketing Brochure and Streaming/On-Demand Content. These wins spanned multiple industries, including real estate (The Jim Allen Group), education (Ravenscroft) and retail (Kindled Provisions).

## American Advertising Federation Triangle Chapter – ADDY's – 1 award

Finally, the agency was awarded a 2025 ADDY Award for Best Self-Promotion for the 2024 Festive Fables holiday campaign. The recognition celebrated the team's creativity and strategic storytelling ability to bring the magic of the season to life through a campaign that told heartwarming stories through bold design and engaging digital experiences.

## Creativity That Powers Businesses

Able&Co.'s continued success is a testament to its deep understanding of branding, strategic marketing and innovative content creation. Award-winning projects include impactful campaigns for real estate leaders like The Jim Allen Group, the launch of the medical product brand PUGGLE® and public sector initiatives such as GuilfordWorks.

"Our mission has always been to blend creativity with strategy to produce marketing that touches audiences and drives tangible business results," said Jenny Taylor, President and Chief Growth Officer at Able&Co. "These honors are a reflection of the hard work and dedication of our entire team and we're proud to continue raising the bar."

## About Able&Co.

Able&Co. is a woman-owned strategic marketing and communications agency in Raleigh, NC. The agency uses its unique combination of relationship chemistry, depth of talent and collective

expertise across many industries to create transformative work that creates long-term success, tremendous value and positive outcomes. It is committed to doing what is in the client's best interest, discovering what is vital and delivering total marketing and creative solutions that nurture the clients' brands and support their business goals.

For more information, visit [TheAbleAgency.com](https://TheAbleAgency.com).

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