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Cactus Awarded for Five Breakthrough Ideas at Ad Club's Fifty Show

Colorado Lottery and Man Therapy Campaigns Recognized Among the Top 50 Advertising Ideas in Colorado, Including a Judge's Choice Winner

DENVER (Jan. 26, 2015) – Cactus, a Denver-based full-service advertising agency, was recognized by the Ad Club of Denver for a Judge's Choice award for their Colorado Lottery TV spot, titled "Patient Man." Additionally, Cactus received recognition for four more of Colorado's top fifty advertising ideas of 2014 at The Fifty Show. The winning work includes radio, television and print campaign efforts for the Colorado Lottery and Man Therapy.

Out of hundreds of submissions from over forty agencies, the 2014 Man Therapy campaign was awarded, along with four of Cactus' Colorado Lottery ideas, including the "Roboto Bucks" scratch campaign digital spot, the "Lotto Doubler" radio spot, the Colorado Lottery Annual Report, and the Colorado Lottery "Patient Man" television spot, which also received one of the five Judge's Choice Awards for top work. Winners were announced on January 23, 2015 at the Colorado History Center.

The Ad Club of Denver works to cultivate and promote Colorado's most progressive advertising work. The Fifty is an annual award show that identifies the areas top fifty uncategorized, breakthrough ideas. Professionals from top national agencies act as judges to select the top traditional, public relations, digital or self-promotion strategies of the year.

About Cactus

Cactus creates meaningful work that makes a huge impact. A full-service communications agency, Cactus delivers brand impact for companies and causes through data-driven strategies, advertising, design, interactive, digital and integrated media services. The agency has been nationally recognized for its innovative work by The One Show, Communication Arts, The Webby Awards, SXSW, Favourite Website Awards, Advertising Age, Creativity and Print's Regional Design Annual, among others. For more information visit www.cactusdenver.com.

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