

FOR IMMEDIATE RELEASE

## Top Agency Awards Competitions Recognize Street Level Studio

**November 16, 2021, Highwood, IL** — Chicago-area marketing and design agency Street Level Studio (SLS) has been recognized for its outstanding creative work by two of the industry's most prominent and competitive awards programs—the GDUSA's American Graphic Design Awards and the MarCom Awards. SLS received top honors in both competitions for its "You Can" multichannel marketing campaign created for Canon Solutions America's Production Print Solutions division.

**GDUSA**  
GRAPHIC DESIGN USA



GDUSA's American Graphic Design Awards—the industry's original and flagship competition—spotlights the year's best creative work "of all kinds across all media." In 2021, more than 10,000 entries were submitted, with only 10 percent being named winners. The annual MarCom competition is one of the world's largest, oldest, and most prestigious for creative professionals, sponsored and judged by the Association of Marketing and Communication Professionals. This year, SLS competed against more than 6,000 international entries from 41 countries, walking away with a highly coveted Platinum MarCom Award in the Strategic Communications—Marketing Campaign category.

Featuring uplifting messaging and action shots showing feats of agility, strength, and endurance, the "You Can" campaign highlights how Canon goes above and beyond to help printing industry customers push the boundaries of what's possible. Renewed for 2022, the campaign continues to roll out across digital ad platforms, print magazines, e-newsletters, videos, landing pages, and large-scale signage in the Canon Americas Customer Innovation Center.

"Facing the challenges presented by the pandemic, we were looking for a multichannel marketing campaign that would visually and verbally capture the positive spirit and robust scope of our customer-first commitment," says Ed Jansen, Canon Solutions America vice president of marketing, Production Print Solutions. "Street Level Studio really delivered. Our 'You Can' campaign not only sets us apart from the competition creatively but also promotes Canon as a powerful printing industry ally helping customers adapt, achieve, and conquer—whatever the challenges."

For more information about Street Level Studio's award-winning marketing and design services, visit [streetlevelstudio.com](http://streetlevelstudio.com) or call 847-432-5150.

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**About Street Level Studio**

Street Level Studio (SLS) is an award-winning, full-service marketing agency in the Chicago area. We've been building momentum and driving results for both global brands and growing businesses for more than 35 years through street-smart branding, design, websites, video, digital marketing, content development, multichannel communications, and environmental branding solutions. A trusted and valued creative partner, the SLS team knows how to reach audiences right where they are, deliver the right messages, and trigger the right response with high-impact design and compelling content. A 100% woman-owned business, SLS prides itself on delivering big agency results with small firm access and collaboration.

**About Canon Solutions America, Inc.**

Canon Solutions America, Inc. provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. Canon Solutions America, Inc. helps companies of all sizes discover ways to improve sustainability, increase efficiency, and control costs in conjunction with high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly owned subsidiary of Canon U.S.A., Inc., Canon Solutions America, Inc. is headquartered in Melville, NY and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit [csa.canon.com](http://csa.canon.com).