

STARMEN WINS BEST IN CLASS AWARD FROM INTERACTIVE DESIGN COMPETITION

HOLLYWOOD, CA - STARMEN Design Group announced that they've been awarded the highest title for the Q2 2014 [Interactive Media Awards](#).

STARMEN partnered with luxury real estate broker [Linda May](#) to implement a rebrand initiative that would highlight her expertise and allow her to interact with her growing worldwide audience. The STARMEN team strategized to deliver a redesigned website and marketing collateral that would retain the brand's elegance and sophistication.

The tagline "Live Your Luxury" became the platform upon which STARMEN developed the campaign messaging, and focused on one element that sets Linda May apart from her competition - her process. For Linda's website, the STARMEN team utilized a clean, media-centric layout and produced a series of videos that conveyed the story behind Linda May Properties. In addition, STARMEN created a series of print ads for the LA Times that worked harmoniously with her revitalized online presence, and sent readers to Linda's new website.

STARMEN's Executive Director Armen David explains, "We wanted to communicate Linda's passion and the reason for her impressive success. By visually showcasing the process behind their business, it's clear how Linda and her team have earned the distinction of being ranked in Coldwell Banker's top 1% internationally." The website, which lets viewers easily search and navigate through Linda's property listings, won the Best In Class Award in the Real Estate Website category.

Launched in 2006, the Interactive Media Awards recognizes talent for website design and development in 25 categories. The Interactive Media Council, a nonprofit organization dedicated to enriching the standards of website design, oversees the IMAs and judges the submissions based on usability, feature functionality, content, aesthetics, and cross-browser compatibility. This marks the 3rd IMA trophy for STARMEN.

Based in Hollywood, [STARMEN Design Group](#) creates brand identities, marketing strategies, websites and other digital media for a diverse array of clients, ranging from fashion to entertainment, food/beverage to non-profit. STARMEN has won dozens of titles in the W3 Awards, Davey Awards, Summit Awards, Telly Awards and Communicator Awards.

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