



## RAFKIN BRAND CONSULTING WINS SILVER DAVEY AWARD

Firm is honored for outstanding website design

**December 14, 2021 (NEW YORK, NY)** – Rafkin Brand Consulting ([rafkin.com](http://rafkin.com)), an independent branding, marketing strategy, and communications firm announced today that it has won a prestigious Silver Davey Award for its website from the Academy of Interactive & Visual Arts (AIVA) in New York City.

The 17<sup>th</sup> Annual Davey Awards is the largest and most prestigious awards competition dedicated exclusively to small agencies and consulting shops who fight the Goliath's of the world with big ideas, rather than big budgets. The Davey's honor the best work worldwide in web, design, advertising, branding, video, mobile, social, and branded environments. Judges for the award are top-tier branding and design professionals from companies like Disney, Condé Nast, Microsoft, and MTV.

"We are thrilled to be recognized for outstanding web design by the Academy of Interactive & Visual Arts," said Lee Rafkin, Founder & CEO of Rafkin Brand Consulting. "Our website is the first place clients go to learn about what we stand for, what makes us different, and why people should care. Ever since our new website went live, we've experienced a surge in traffic and inquiries. It's one more proof point that great storytelling combined with great design can really move the needle."

To learn more about the Academy of Interactive & Visual Arts and the Davey Awards, please visit [daveyawards.com](http://daveyawards.com). To view the award-winning Rafkin Brand Consulting website, please visit [rafkin.com](http://rafkin.com).



SMART THINKING