

Beat: Arts

## ThinkLA Celebrated LA s Cult Of Creativity At 2016 IDEA Awards Gala

### To introduce Ideationology

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**USPA NEWS** - More than 1,000 of Los Angeles' chosen ones gathered in the Beverly Hilton International Ballroom for the sixth annual thinkLA last Thursday night, to celebrate the cult of creativity and the brilliant ideas launched the preceding year....

More than 1,000 of Los Angeles' chosen ones gathered in the Beverly Hilton International Ballroom for the sixth annual thinkLA last Thursday night, to celebrate the cult of creativity and the brilliant ideas launched the preceding year. The awards, which recognized Southern California's most illuminated creative and tech-savvy brains, was sponsored by Ideationology: an organization dedicated to helping everyone achieve their fullest creative and marketing potential through artistic enlightenment.

The evening's events included a cocktail reception and dinner followed by the awards gala and after-party. During the gala, host Cody Johns and other presenters bestowed 14 agencies, brands, and individuals with Achievement Awards for the best annual campaigns, companies, and individuals. Submissions, which were produced by and/or for Southern California-based companies and launched in the 2015 calendar year, were judged by the highest powers of advertising, brand, and tech executives outside of the LA market.

Source : thinkLA

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