

# On The Up And Up

Pamela Fields Webb

For many entrepreneurs, owning their own business is a dream come true. Growing and making that business successful is another story—one that requires hard work, dedication, innovation and CEOs who are willing to dust themselves off and keep going when the economy takes a dip or two.

*Late last year, Inc.* magazine released its eighth annual *Inc.* 5000 list of the country's fastest-growing private companies and a number of promotional products businesses were included.

*PPB* magazine spoke with nine of the industry companies to learn what contributes to their growth, what sets them apart and what fuels their success. If there is one thing each of these businesses has in common, it is a focus on superior customer service—a characteristic most frequently lauded as a company's most important resource.





**SOCIETY AWARDS (S)**, *Long Island City, New York*

**David Moritz**, *president*

**www.societyawards.com**

- Founded: **2007**
- 2014 *Inc.* 5000 Ranking: **2232**
- Three-year Growth Rate: **175%**
- 2013 Revenue: **\$3.7 million**
- Number of Employees: **8 (four new jobs added within the past three years)**
- Previous Years On *Inc.* 5000 List: **Two (2012 No. 1418, 2013 No. 1717)**

## **A Company That Walks The Red Carpet Of Success**

When David Moritz started his company, Society Awards, in 2007 he had no idea that in addition to designing awards for events such as the Golden Globes, Emmy Awards, MTV Video Music and Movie Awards, CFDA Awards, GLADD Awards, American Music Awards, Billboard Music Awards and others, he would also have the opportunity to attend the high-profile entertainment events.

After graduating from law school and interning at a boutique entertainment law firm, Moritz decided to change gears and start his own company. He wanted to work with something he was passionate about, and design and run things his own way.

Society Awards' first job was a commission from *Billboard* magazine to create a small, acrylic memento for Neil Diamond. Since that time the company has worked with a wide variety of clients to design and manufacture high-end custom awards.

Moritz says his company does whatever is needed to make clients happy—one example is the Golden Globe award. Moritz worked for two years with the Hollywood Foreign Press Association to get the award exactly right. Since 2009, the Golden Globes have presented Society Awards' redesigned statuettes. From that point, the company has continued to evolve and expand.

### **Strategy For Growth**

“Give clients what they want, what they need. Don't waste time,” says Moritz. “We go out of our way to make clients happy.” And, he says, never rest on your laurels—always look at ways to get better. “Pick apart the entire anatomy of a potential problem. If you have a close call, talk to your staff, say ‘Wow, that was close, how can we never let this happen again?’ It is better to be more efficient at what you do.”

### **Creating Differentiation**

“We believe our clients should have a special experience. We take it to a higher and higher level of sophistication. People can't always tell you or define what they like. We work long and hard to understand their needs and have clients trust us. It is a delicate balance,” says Moritz. “Our goal is to create a long-term relationship with our clients.”

Creating unique, unusual, high-end designs is important. “Many of our awards and trophies are like a home décor work of art. Not all sculptures make a good trophy, but we try to design awards that I would put in my home as décor,” he says.

### **Sustaining Growth**

“We are just now getting our footing, coming into our own,” says Moritz. “We are just now starting to branch out.” HeeHeHe wants the user experience to be special. Whether the company is working with the Hollywood Foreign Press Association on the Golden Globes or a corporation presenting awards to employees or clients, he wants it to be a high-end experience. “We don't treat anyone differently,” he says. “We work with clients on marketing, designs and ideas for new projects. Our user experience is carefully crafted.”

## **What's Ahead In 2015**

Society Awards recently launched a website offering online shopping for high-end awards. Users can upload an image of the actual piece, upload the copy and change it as needed—and then duplicate and personalize each award.

Moritz says this new tool is especially helpful to companies who need a small quantity of high-quality awards in a short period of time. “We created this exclusive, high-quality line of designs that are unique and inspired by those that are popular. This is something that is available off the shelf, for a better price.”