

Hermes Creative Awards Present 'Platinum Award' to Michael Snell, The MJS Groupe

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Michael Snell and The MJS Groupe receives a 2020 Platinum Hermes Creative Award

Early winners for the **14th Annual Hermes Creative Awards** presented by the Association of Marketing and Communication Professionals have officially been announced and among them is **Michael Snell**, founder of **The MJS Groupe** who will receive a **'Platinum Award'** under the Public Relations, Communications & Strategic Programs category. Snell is presented the award for his work on their project titled **"Honoring the Icon – Quincy Jones."**

The Hermes Creative Awards honor the messengers and creators of the information revolution. Armed with their imaginations and computers, Hermes winners bring their ideas to life through traditional and digital platforms.

Snell commented "I'm honored to receive the prestigious Hermes Creative Award, moreover to be awarded in the Platinum category is humbling both for the teamwork in its production and to be remembered amongst those who create at such a high level. Thank you to both The Association of Marketing and Communication Professionals and The Hermes Awards Officials for the honor!"

Taking place in Beverly Hills, California at the iconic Wolfgang Puck owned restaurant Spago. The MJS Groupe partnered with **Forbes**, **Rolls-Royce Beverly Hills** and **Hennessy** to celebrate the work and life of musical legend **Quincy Jones**. Arriving in a Rolls-Royce Phantom, Quincy entered the dinner to standing ovation where he was honored among family, friends, and colleagues for his more than 60 years in the entertainment industry.



Quincy Jones, full of spirit enters his own event 'Honoring the Icon' by The MJS Groupe

The evening also brought in local VIPs including Chef and Owner of Spago, Wolfgang Puck, Quincy Brown, son of Sean 'Diddy' Combs, Rashida Jones, Actress, Tom Davis, CMO of Forbes, Michael Snell, Founder of The MJS Groupe and Jennifer Stroup, Brand Director of Rolls-Royce Beverly Hills. Quincy was also honored by Moët Hennessy for his lifetime commitment to solve racial injustice and was presented with engraved decanter of Paradis Imperial Cognac. Guests enjoyed hand-crafted spirits by Moët Hennessy and a specially curated dinner menu down by Wolfgang Puck himself.



Quincy Brown and Rashida Jones attend the event honoring the musical legend Quincy Jones



Wolfgang Puck, who both personally curated the menu for the event and cooked for the evening smiles with Spago Beverly Hills Manager

This is Snell's second award for this the Honor the Icon campaign. He has also received the 'Award of Distinction' under the 'Integrated Campaign' category at the 2020 Annual Communicator Awards this April.



Michael Snell and Jennifer Stroup smile as they enter Spago Beverly Hills for the event.

[Click here](#) to view the entire event, and [click here](#) to view the event video.

About Michael Snell:

Michael Snell is the Founder and CEO of the MJS Groupe, a full-service Marketing and Press firm that specifically focuses on the luxury business and consumer. Following an extensive corporate career in marketing, Snell branched out to start his own company that would allow both the clients he works with and the teams he builds to create in synchrony – producing results that are truly unique and results driven. The firm, which is located in New York City, works both nationally and internationally as their clients span across luxury hospitality, retail, spirits, jewelry/watches, fashion, automotive and technology.

About The Hermes Awards:

The Hermes Creative Awards are one of the oldest and largest creative competitions in the world. Winners range in size from individuals, to media conglomerates, and fortune 500 companies. Over 200,000 entries are submitted, from 125 countries and then winners are hand-picked from each category. Platinum winners must score within the 91-100 point range within the judging criteria as judges evaluate the creative industry's best publications, branding collateral, websites, videos, and advertising, marketing and communication

programs.

The Hermes Creative Award statuette is a majestic symbol of the ancient Greek Olympian God of literature, orators and poets. The sleek H with its intricately carved wings, is a contemporary, abstract piece of art recognizing the messenger's role in creativity, design and technology. The award is the creation of Hermes' design staff working with artists and craftsmen from Society Awards, the world's foremost designer and fabricator of custom awards. Society Awards' also creates the awards for notable ceremonies such as the Golden Globes, Emmy's, MTV, Academy of Country Music, YouTube, The Voice and Dancing with the Stars.

The competition is administered by the Association of Marketing and Communication Professionals.

Established in 1995, AMCP is one of the largest and oldest, third-party evaluators of creative work in the world. As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable endeavors. Hermes entrants are not charged entry fees for their pro bono work and in January are given free entry into the Communitas Awards, AMCP's community service recognition program.

About The MJS Groupe:

The MJS Groupe is as a full-service firm works with inspired companies, global influencers, and power-brands specifically catering to high-net-worth (HNW) and ultra-high-net-worth (UHNW) consumers. They design their core strategic engagements to deliver results that seamlessly integrate bespoke, one-of-a-kind tailored experiences from concept strategy, to branding and platform design of every company within the portfolio. The firm fosters the engagement of each designed campaign, always driving back valuable consumer actions. Whether you're just starting out or you're evolving your brand, they can help to curate every impression you make.