

ICF Next Wins Six Innovation SABRE Awards

Agency Among Biggest Winners at Top PR Industry Competition

FAIRFAX, Va., March 7, 2022 /PRNewswire/ -- ICF Next, ICF's (NASDAQ: ICFI) marketing, communications and digital-transformation agency, was among the biggest winners at the [2022 Innovation SABRE Awards](#) (Superior Achievement in Branding, Reputation and Engagement), one of the PR industry's most prestigious and most-entered awards competitions.

Awarded by leading trade publication PRovoke Media, the Innovation SABRE Awards specifically celebrates progressive campaigns and innovative techniques.

ICF Next's clients, including Hotels.com, Coors Light and Miller Lite, took home six SABRE awards for work created by the agency—the show's second-largest trophy haul. The honors came in a diverse array of categories:

- Hotels.com's "Under a Rock" campaign won for Best in Digital Promo & Activation and was also named the top Travel/Hospitality campaign.
- The Coors Light "Iceman to Canton" campaign, a collaboration with advertising agency Alma won for Best in Sponsorships, Best in Earned National Broadcast Media and Best in Paid Influencer Programs. The campaign was also named runner up for Best in Show honors.
- Miller Lite's "Bar Smells" won for Best in Identity Branding.

"We are grateful for our client relationships that challenge us with each and every engagement," said [Kris Tremain](#), managing partner and group lead for ICF Next. "These partnerships allow our teams to deliver consistently ingenious work that drives meaningful participation. I am incredibly proud of everyone at ICF Next who contributed to this award-winning work."

ICF Next brings together ICF's global award-winning marketing, communications and associated technology expertise. The agency offers a full set of capabilities designed to drive participation with clients' most important stakeholders. This includes insights that inspire strategy, technology that enables connections, creativity that builds meaningful relationships, and efficiencies that maximize value.

Read more about [ICF Next](#).

About ICF

ICF is a global consulting services company with approximately 8,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future. Learn more at [icf.com](#).

Caution Concerning Forward-looking Statements

Statements that are not historical facts and involve known and unknown risks and uncertainties are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; our ability to acquire and successfully integrate businesses; and the effects of the novel coronavirus disease (COVID-19) and related federal, state and local government actions and reactions on the health of our staff and that of our clients, the continuity of our and our clients' operations, our results of operations and our outlook. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements that are included in the "Risk Factors" section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.

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