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**Advertising & Marketing**

**Que Productions gains Telly-vision with 2 awards**

by HILARY TOPPER

Multi-media production and ad agency Que Productions rounded up two Telly awards for best corporate video and best interactive media.

The Babylon-based firm said the two trophies attest to the quality and effectiveness of its work on behalf of the two Long Island firms.

In the best corporate video category, Que created a video for CA's 2002 worldwide partner symposium, combining clips and sound bytes from CA employees worldwide.

The company also won an interactive media award for a CD-ROM done for Habberstad Nissan. It shows a movie about the car dealer and then lets users click through the dealer's parts and service departments, or go onto its Web page.

"More and more companies are finding out that incorporating quality video into their interactive presentations is not only a smart investment," said President Susan Gatti, "but strategically advantageous to their marketing efforts."

In 23 years, the Telly awards have become a widely tracked national competition for commercials, video and multimedia production.

The Official  
Business News  
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LongIsland.com  
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**HLD corners more virtual real estate**

Harrison Leifer DiMarco recently unveiled a sleek new Web site for the Solaire building in Manhattan, a structure being developed by the Albanese Organization.

The Rockville Centre-based ad agency is also developing a site for the Garden City-based Albanese Organization.

The Solaire site, at [www.solaire.com](http://www.solaire.com), mixes information and images of the building and markets the structure's environmental approach.

"The project was completely driven by the marketing people," said Ed Brennan, managing partner at HLD, of the agency's work with Albanese. "As technology companies have gone, Web sites have become part of the overall marketing efforts."

He noted real estate firms have long used the Web to inform, but said firms like Albanese are working with the Web as an integral part of campaigns.

"If you look at the Solaire site, you'll see the site is all about the customer," said Julie Gross Gelfand, a spokeswoman for HLD. "It lets the prospective tenant find out what they need to know."

**Topper gets career communicator award**

PR and marketing firm HJMT Communications CEO Hilary Topper snagged the "Achievements in Communications" award from the International Association of Business Communicators of Long Island.

Michelle Lavitt, marketing and communications manager for Guide Dog Foundation for the Blind, was chosen as communicator of the year.

The awards will be given the at a luncheon June 18 at the Milleridge Inn in Jericho.