



For Immediate Release

GSP Wins Four Design Awards from the American Advertising Federation – Tampa Bay Chapter

Clearwater, Fla., Mar. 4, 2026 – GSP, a Clearwater-based retail marketing services provider, proudly announces that it has earned four prestigious design awards from the American Advertising Federation – Tampa Bay Chapter, recognizing outstanding creative excellence in branding, packaging, and point-of-purchase design.

The awards highlight GSP’s strategic creativity and innovative execution across multiple categories:

- Hatch Chicken Company – Brand Creation: Judge’s Choice
- MSFTS! Private Label – Private Label Brand Creation: Silver Professional
- MSFTS! Private Label – POP Countertop or Free-Standing Display: Silver Professional
- Hatch Chicken Company – Sales Promotion>Packaging Campaign: Silver Professional

Rebel Stores, the convenience retail brand for Anabi Oil, partnered with GSP to develop branding for the company’s launch of Hatch Chicken. They are rolling out this quick serve restaurant brand strategically across the country. GSP also developed the MSFTS! (misfits) private label branding for snacks that Anabi Oil has rolled out in Rebel Stores and other convenience franchises they operate throughout the USA.

These recognitions celebrate GSP’s ability to transform insights into compelling retail experiences that drive engagement and influence purchasing decisions. From foundational brand identity development to impactful in-store merchandising solutions, GSP demonstrated excellence in visual storytelling, strategic positioning, and executional precision. GSP’s entries will move into the regional awards in April.

“The recognition from the American Advertising Federation validates the passion and expertise our Design Team brings to every project,” said Margaret Sotrop, Executive Vice President of Retail Growth at GSP Retail Marketing. “We are proud to partner with forward-thinking brands like Rebel to create work that not only stands out creatively but also performs at retail.”

The American Advertising Federation Awards (ADDY® Awards) represent one of the advertising industry’s largest and most respected competitions, honoring creative excellence at the local, regional, and national levels.

About GSP

GSP provides industry leading retail solutions that drive traffic, reduce costs, and enhance customer experience. GSP delivers 100% store-specific in-store marketing programs to more than 60,000 retail locations from its four G7 print and fulfillment facilities throughout the U.S. GSP also offers turnkey design, manufacturing and installation for full-scale store remodels and décor refreshes. GSP’s award-winning design team supports retail environments, visual merchandising, photography, and graphics. Additionally, GSP’s AccuStore® store intelligence technology maintains a single source of accurate site data to help retailers target their growth initiatives to the specific needs of each store. For more information, visit gspretail.com.

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