



**The 2013 Brandon Hall Group Excellence Awards for Learning, Talent Management, Sales and Marketing and Technology.**

**Cinecraft Productions and Ace Hardware wins Bronze Award for Excellence in Sales Onboarding**

Cleveland, Ohio – October 4, 2013 – Cinecraft Productions, a leader in innovative eLearning and video production, won a coveted Brandon Hall Group Bronze award for excellence in the Sales Onboarding category.

“Now entering its 19th year, the Brandon Hall Group Excellence Awards Program is the most prestigious awards program in the industry. Often times called the “Academy Awards” by Learning, Talent and Business Executives.”

The winners are listed at [http://go.brandonhall.com/Excellence\\_Awards\\_Home](http://go.brandonhall.com/Excellence_Awards_Home).

Cinecraft was hired by Ace Hardware to create innovative sales onboarding training that increases units per transaction for the hardware industry leader’s 4,600 retail stores and 80,000 store associates. “Fulfilling the Ace ‘Helpful’ brand with every customer, every time is the goal of this retail training. Cinecraft’s strategy and execution of video based eLearning simulations is moving the needle for Ace Hardware,” explained Dan Keckan, Vice President of Sales and Marketing for Cinecraft Productions.

The entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group SR. Analysts and Executive Leadership based upon the following criteria: fit the need, design of the program, functionality, innovation and measurable results.

With over 75 years of experience, Cinécraft Productions continues to be an innovative resource for storytelling in the video and eLearning industry.