

# IMPACT Marketing & Public Relations Wins Two Awards

Columbia, MD: The Public Relations Society of America (PRSA) announced its **Best in Maryland Award** winners recently and IMPACT took one of the honors. The annual competition, which pits Maryland's marketing and public relations (PR) firms against each other, is judged by PR professionals in other states. IMPACT won an Award of Excellence in the "Marketing Communications" category for its work on behalf of Baxley Development, Inc. in Columbia. The winning "Own Your Bricks" campaign was designed to boost awareness of a high-end office condominium building for Baxley Development, Inc. A hallmark of the program was the mailing of mini bricks to 1,000 hyper-targeted prospects to drive them to their own personalized web pages at [www.OwnYourBricks.com](http://www.OwnYourBricks.com). This approach was supplemented by a wider-reaching campaign of television commercials, print ads, story placement, and event marketing. Each tactic helped answer the question "Why is it foolish to lease your office space instead of purchasing it?" Over 40% of the targets responded to the mailing, far eclipsing the average direct-mail response rate of 1% to 3%.

A slide show at [www.milkyourmarketing.com/2009Awards](http://www.milkyourmarketing.com/2009Awards) briefly summarizes the components of the campaign.

This same campaign was also awarded a **MarCom Gold Award** by the Association of Marketing and Communications Professionals. The MarCom Awards is an international awards competition recognizing creative excellence in marketing and communication programs and materials.

## **About IMPACT:**

IMPACT Marketing and Public Relations is a full service firm providing marketing strategy, ad agency services, and public relations services. Since 1990 it has served primarily small- to medium-sized businesses throughout Maryland. For more information, visit the web site at [www.milkyourmarketing.com](http://www.milkyourmarketing.com) or call 410-312-0081.

## **About the PRSA Maryland Awards**

Presented by the Maryland Chapter of PRSA, the Best in Maryland Awards are presented annually to public relations practitioners who, in the judgment of their peers, have successfully addressed a communications challenge with exemplary professional skill, creativity and resourcefulness.

PRSA Maryland models the Best in Maryland Awards after the PRSA Silver and Bronze Anvil Awards of the national organization. The awards competition is open to all public relations,

communications and marketing professionals who work in Maryland or who wish to enter projects completed in Maryland or on behalf of a Maryland-based client. Membership in PRSA is not required to enter.

The awards were presented at a ceremony held in conjunction with the annual Chesapeake Conference in October 2009. [www.prsamd.org](http://www.prsamd.org)

**About the MarCom Awards:**

MarCom entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The competition has grown to perhaps the largest of its kind in the world. A look at the winners shows a range in size from individual communicators to media conglomerates and Fortune 500 companies. The competition is so well respected in the industry that national public relations organizations, local ad clubs, and local business communicator chapters are entrants. There were almost 5,000 entries from throughout the United States and several foreign countries in the 2009 competition.

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand creative professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence. As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations. Over the past three years, AMCP's Advisory Board donated over \$60,000 in grants to support the efforts of its members. That money was used for marketing materials for homeless shelters, orphanages, day camps, community theaters, art centers, programs for the elderly and for child care and educational endeavors for the underprivileged. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. Winners were selected from over 200 categories in seven forms of media and communication efforts—marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive. [www.marcomawards.com](http://www.marcomawards.com)

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