

## **PRESS RELEASE**

# **Naming Names: Here are the World's Leading Public Relations Agencies, Marketing Firms and Corporate Departments**

## **Business Intelligence Group Announces Winners of 2016 PR & Marketing Excellence Awards**

**Philadelphia, PA—March 29, 2016**—Many consultants and organizations identify themselves as either a public relations firm, marketing agency or both. For most companies, finding the right partner to improve your brand image, help you generate buzz or work through complex reputation challenges can prove challenging. The Business Intelligence Group today announced the winners of their 2016 Public Relations and Marketing Excellence awards. It has identified the top 11 firms doing it right and 3 executives who are delivering astounding results for their own organizations.

“The demand for strategic communications continues to grow, as we are in the golden age of content,” said Russ Fordyce, managing director of the Business Intelligence Group. “The role public relations and marketing play is more important than ever, as consumers are continuing to evolve how they are evaluating brands, products and people. We are so proud to recognize the real leaders within the firms, agencies and corporations that are finding new ways to more effectively communicate.”

### **Agencies of the Year**

- Avalon Communications - Public Relations & Marketing Agency
- Hawthorne Direct - Marketing Agency
- SmithSolve Communications - Public Relations Agency
- Walker Sands - Public Relations Agency

The judges also selected SpeakerBox Communications and Eastwick as finalists.

### **Department of the Year**

- T-Mobile Corporate Communications for Un-carrier Campaign

### **Campaigns of the Year**

- 23andMe for New Consumer Experience Launch
- John Dewar & Sons for Malts of Legend Campaign
- Pascale Communications for Imprimis Pharmaceuticals
- March Communications for Comptel Corporation
- Pulp PR for Workspot
- Rainier Communications for Nano Dimension

Finalists for the Campaign of the Year included: March Communications for Marxent; Connect2 Communications for ADTRAN; Grapevine PR for Danny Pintauro; TechStuff Public Relations for Ozobot; Emerging Media for The Advantages Awards Campaign; Pinkwater & Putman for the Fair Food Program; Keno Brothers for "Rolling Sculpture" Fine Automobile Auction and the SevOne Marketing team.

## **Executives of the Year**

- Jim Darcangelo, SVP Marketing , Booker
- Kaya Lobaczewski, VP Communications, Horizon Media
- Scott Samson, VP Communications, Quixey

For more information on the 2016 Public Relations and Marketing Excellence awards, visit the [Business Intelligence Group](#). The company hosts several global awards programs, including [Best Places to Work](#), [Stratus Awards for Cloud Computing](#), [BIG Awards for Business](#) and the [BIG Innovation Awards](#). New to the lineup for 2016 are awards highlighting the world's [top suppliers, vendors and partners](#) and one to [recognize corporate sustainability programs](#).

## **About Business Intelligence Group**

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other industry and [business award programs](#), business executives—those with experience and knowledge—judge the programs. The organization's proprietary and unique scoring system selectively measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers.