

## American Marketing Association's Phoenix Chapter Honors Industry Professionals With Prestigious Spectrum Award

PHOENIX, AZ, Jun 01, 2009 (MARKETWIRE via COMTEX)

The American Marketing Association's (AMA) Phoenix Chapter, a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide, held its 7th Annual Spectrum Awards event on Wednesday. A total of 30 campaigns out of 82 that were entered, received the prestigious AMA Spectrum Award for achievements in fields ranging from advertising to multi-cultural marketing to public relations. AMA expanded its entry categories to 29 with one best in show category, from last year's 24, which provided professional marketers more opportunity to be recognized for their outstanding work.

The Best of Show award went to Defero, a Phoenix-based digital agency, for their work on the Coldstone Creamery Imix America campaign, which earned recognition in the Social Media Marketing category. Defero also earned honors for its Digital Marketing Campaign for Konami Cadillac Jack. Mullen Advertising and Public Relations walked away with five coveted Spectrum Awards for their work across a variety of categories, including Brand Identity, Direct Mail Ad Creative, Direct Response, Email Marketing and Outdoor Campaign. Other notable recipients of the night include: — Broadcast — EB Lane Advertising for Chipmunk Cable One — CRM — Six 9s for Pops Health — Direct Mail Campaign — Canyon Communications for RSC Equipment Rental — Event Marketing — Shonna James Communications for US Bank Celebration of Lights — Existing Service or Product Marketing Campaign — Terralever for Red Bull Flugtag — Integrated MultiMedia — Arizona State University for Greening Maroon and Gold — Market Research — Optimal Strategix for Video Gaming Segmentation — Microsite — Burick Communications for AZ Kidney Foundation — Multi-Channel — Air Marketing for Vail Cascade Resort — Multi-Cultural Campaign — Spark Design for Rayovac — New Online Marketing Initiative — Spark Design for Lumension The Office Game — New Product or Service Marketing Campaign — Canyon Communications for Agrium, Advanced Technologies — Not-for-Profit Campaign — EB Lane Advertising for Helping Jerry's Kids/Crossing Light, MDA — Online Advertising Creative — Terralever for Red Bull — Online Marketing Campaign — Shell Vacations Hospitality for Family Resorts — Print Advertising — Scottsdale CVB for Richy Sonoran — Printed Collateral — Canyon Communications for Agrium — Promotional Items — Taka Group for Taka Group — Public Relations — Mindspace for Chandler Regional — pURL — Air Marketing for Vail Cascade Resort — Variable Data — Blue Cross Blue Shield for Broker Center Support — Web site — Iology for Amazing Mail

The American Marketing Association's Phoenix Chapter has nearly 400 active members and is the largest marketing organization in the Valley. The organization provides professional marketing and development meetings, programs and monthly networking events to a diverse mix of AMA members and marketing professionals. There is a monthly luncheon, monthly Shared Interest Group (SIG) meetings and social events year round. Non-members are welcome to attend the events. Prisma Graphic is the Platinum Sponsor for all 2008-09 monthly meetings and SIG events and other annual sponsors include: WestGroup Research, KEO Marketing, Aquent, Bold Impressions, media88, DonorsChoose, Phoenix Business Journal, Personalized Laser Inc. and Wright Choice Promotions.

The American Marketing Association is the largest marketing group in the Valley. Across the country it has nearly 40,000 active members from all areas of the marketing industry. Headquartered in Chicago, there are 74 chapters located in the United States.

To find out more about the American Marketing Association's Phoenix Chapter or to learn about upcoming events or becoming a member or sponsor, please visit [www.amaphoenix.org](http://www.amaphoenix.org) or call 602-866-0342.

Additional information on the American Marketing Association nationally can be found at [www.marketingpower.com](http://www.marketingpower.com).

CONTACT: Lindsay Walker Allison & Partners for AMA Phoenix Chapter 480-776-6418 SOURCE: AMA Phoenix