FOR IMMEDIATE RELEASE

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**Columbus marketing authority recognizes local agencies, companies and organizations**

**for unique marketing achievements.**

Columbus, OH – The Columbus American Marketing Association (CAMA) celebrated winners for their [2013 Achievement in Marketing Awards](http://www.columbusama.org) (AIM) with local agencies, companies and organizations scooping up awards. The annual industry-recognized competition honored excellence in marketing and communications for initiatives completed during 2013.

National industry experts reviewed award entries via a two-phased evaluation process, and each category featured platinum-, gold- and bronze-level awards in recognition of outstanding industry achievement.

The 2013 AIM finalists and winners were announced at the AIM Awards reception on January 23, 2014 at Ohio State University’s Ohio Union Performance Hall. Featuring keynote speaker Michelle Adams, CEO and President of PRISM Marketing, the event attracted more than 100 attendees and entries. The Grand AIM award winner was RMD Advertising for its Wagons HoHoHo campaign. Runners up for the Grand AIM were the Dave Thomas Foundation for Adoption and Kegler Brown, both for web site entries.

Category award winners included:

**1. ADVERTISING**

Columbus Parks and Rec – Scioto Mile Falls

**2. BRANDING OR REBRANDING**

Tree Tree Agency – Summit Rebranding Project

**3. CONFERENCE, SPECIAL EVENT, OR TRADE SHOW**

RMD Advertising – Wagons HoHoHo

**4. ONLINE MARKETING**

Dave Thomas Foundation for Adoption – davethomasfoundation.org

**5. PUBLISHING**

OSU Recreation – Rec Sports 2012-2013 Handbook

**6. MARKETING CAMPAIGN**

Highlights for Children – 2013 Holiday Gift Guide Integrated Campaign

**7. DESIGN ELEMENT**

Dave Thomas Foundation for Adoption – When I First Met my Child

Visit [columbusama.org/events/aim](http://columbusama.org/events/aim) for the full list of winners and photos from the event.

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***About Columbus AMA:*** As the premier networking and marketing organization in Columbus, Columbus AMA continues to provide members with the skills, resources, connections and professional development they need to advance their careers. The Columbus Chapter of the American Marketing Association began in 1950 as the Central Ohio AMA, and became Columbus AMA in July 1977. Columbus AMA totals approximately 220 members, which include practitioners, academics and students who share an interest in networking, learning and serving the central Ohio marketing community.