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AIR MARKETING RECOGNIZED FOR THIRD CONSECUTIVE YEAR AT ADRIAN AWARDS

AIR wins Gold and Bronze Award for highly successful campaigns, also going for Platinum

PHOENIX – For the third consecutive year, Phoenix-based AIR Marketing is the recipient of multiple awards from the 52nd annual Hospitality Sales and Marketing Association International (HSMIA) Adrian Awards, the hospitality industry’s top marketing honor.

Evaluated on return on investment and overall performance, as well as creative execution, AIR Marketing won the Gold Award for its group sales direct marketing campaign on behalf of Cheyenne Mountain Resort in Colorado Springs, Colo. The Cheyenne Mountain Resort campaign is in the running for a Platinum Award. Platinum winners will be revealed on January 29, 2009. AIR also took home a Bronze Award for its group direct multimedia campaign for Benchmark Hospitality International.

“We are so incredibly excited to have won Adrian Awards for the third year in a row,” said David Ralls, AIR Marketing’s vice president. “Being recognized with so many prestigious awards makes all of the hard work and dedication absolutely worth it.”

Judged among more than 1,300 entries from around the world, the Cheyenne Mountain Resort campaign integrated a dimensional direct mail piece with e-mail to highly targeted lists. The direct mail piece leveraged both the resort’s natural setting and green meetings practices by mailing an evergreen tree sprig to level A prospects, while level B prospects received tree seeds. Both were sent in recycled plastic containers. Within six weeks of the initial mailing, the campaign generated more than \$250,000 in new business, with a return on investment of 12.5-to-1. Complete campaign results can be found at www.airmarketing.com/portfolio.aspx.

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AIR Marketing is a business development company that utilizes analytics and imagination to measurably grow clients’ businesses. AIR Marketing has a proven track record of providing local, regional and national clients with award-winning and successful marketing, advertising and public relations campaigns. For more information go to airmarketing.com.

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