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AIR MARKETING TAKES HOME MULTIPLE HONORS FROM 2008 INTERNATIONAL DAVEY AWARDS

AIR wins Gold and four Silver awards for outstanding creative work in advertising

PHOENIX – The International Academy of the Visual Arts (IAVA) announced that AIR Marketing, a Phoenix-based advertising agency, is the recipient of five International Davey Awards for outstanding creative design, including a Gold Award.

All entries are judged to evaluate originality and distinction in creative work. AIR Marketing won the Gold Award for its Business-to-Business marketing campaign, entitled “High Performance Meetings,” on behalf of Hamilton Park Hotel & Conference Center in Florham Park, N.J. AIR also received four Silver Awards on behalf of other clients including Arizona Kidney Foundation in Phoenix for the Announcement/Greeting category; Tarrytown House Estate & Conference Center in Tarrytown, N.Y., for the Green/Eco-Friendly category; L’Auberge Del Mar in Del Mar, Calif., for the Business-to-Business category; and Hamilton Park Hotel & Conference Center for Copywriting.

“The continued recognition we receive from professionals in our industry is an honor,” said Elaine Ralls, AIR Marketing’s president. “It also validates that our approach is sound and our philosophy is meaningful, which is what we strive for every single day.”

Judged among more than 4,000 entries from around the world, the Hamilton Park Hotel & Conference Center campaign incorporated direct mail pieces and e-mail to communicate with highly targeted, qualified groups of meeting planners. In order to convey the resort’s “High Performance Meetings,” a series of glossy direct mail pieces was sent out which emulated the look and feel used in automotive brochures. The initial drop of the direct mail piece resulted in a high volume of Web site visits and a 4-to-1 return on investment after only six weeks. 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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