



FOR IMMEDIATE RELEASE:

CONTACT: Dawn Hill
678.514.6244
dhill@media-brokers.com

AMA ATLANTA ANNOUNCES THE 2015 AMY AWARDS FINALISTS

The Atlanta marketing community's most sought after awards will be presented to the winners at the 58th Annual AMY Awards gala, March 12, 2015 at the fabulous Fox Theatre

February 4, 2015, Atlanta, GA. – AMA Atlanta today announced the list of finalists for this year's AMY Awards being held March 12, 2015 at the Fox Theatre in Atlanta.

For 58 years, the AMY Awards program has put a spotlight on the most creative, innovative and successful work done by Atlanta's marketing community. "The quality and creativity of this year's entries clearly showcase the incredible talent within our community," said Liz Ward, President of AMA Atlanta and Director of the Georgia State University Marketing Roundtable. "Congratulations to all of the finalists."

The 2015 AMY Awards Program will recognize and honor the work of local companies and agencies in over 20 categories ranging from advertising, branding and digital marketing to analytics, market research and data visualization. The entries were reviewed by a panel of 16 judges and evaluated based on the strategic approach, quality of work and ultimate success of each program or campaign.

Please join us, along with over 400 of Atlanta's top marketers, at the 58th Annual AMY Awards.

To purchase tickets, or for more information: <http://www.amyawardsatl.com>.

As a result of this effort, AMA Atlanta is proud to announce the following list of Award Finalists.

Visual Branding/Identity - Business to Business

Agency	Client/Corporation	Entry name
<i>Internal</i>	Big Drum	Big Drum Rebrand
Brand Fever	Mblox	Mblox Branding
Modo Modo Agency	Zmags	Zmags Visual Branding & Identity

Visual Branding/Identity - Business to Consumer

Agency	Client/Corporation	Entry name
<i>Internal</i>	Arby's Restaurant Group, Inc.	Arby's™ Brand Re-Launch
Brand Fever	180 Kitchen	180 Kitchen
iris Worldwide	Johnny's Pizza House	Johnny's Pizza House Rebranding

Integrated Marketing Campaign - Business to Business

Agency	Client/Corporation	Entry name
Sparks Grove	Delta Air Lines	Delta SkyBonus Sweepstakes Campaign
Marketing Inspirations	Spend Management Experts	Spend Management Experts Campaign
Modo Modo Agency	Zmags	Zmags Integrated Marketing Campaign

Integrated Marketing Campaign - Business to Consumer

Agency	Client/Corporation	Entry name
<i>Internal</i>	Piedmont Healthcare	Piedmont Healthcare Urgent Care Campaign
redpepper	Sprouts Farmer's Market	Sprouts Love at First Shop
<i>Internal</i>	Primrose Schools	Science and Seesaws Integrated Campaign

Integrated Marketing Campaign - Business to Consumer

Agency	Client/Corporation	Entry name
<i>Internal</i>	Carter's - OshKosh B'gosh	B'gosh Jeanius Cause Campaign
<i>Internal</i>	SunTrust	Meaningful Within Your Means
<i>Internal</i>	The Weather Channel	The Weather Channel for iPhone

Direct Mail Marketing

Agency	Client/Corporation	Entry name
BKV	Aflac	This Duck Wears Pink
DigitasLBi	Delta Air Lines	Delta Credentials
iris Worldwide	Porsche Financial Services, Inc.	Porsche Financial Services Direct Mail

Email Marketing

Agency	Client/Corporation	Entry name
<i>Internal</i>	Mellow Mushroom	Gluten Free Segment Track
BrightWave	Chick-fil-A	Greatest Grilled Love for Chick-fil-A
The Aspire Group	Tulane Athletics	Tulane Athletics Email Campaign

Web & Interactive Marketing - Web Campaign/Microsite - Company Revenue < \$1 billion

Agency	Client/Corporation	Entry name
Chemistry Atlanta	Marriott	Choose Your View
<i>Internal</i>	Primrose Schools	Primrose Microsite

Web & Interactive Marketing - Web Campaign/Microsite - Company Revenue > \$1 billion

Agency	Client/Corporation	Entry name
<i>Internal</i>	Carter's - OshKosh B'gosh	The Busy Mom's™ Guide to Summer Fun

Web & Interactive Marketing - Brand Awareness

Agency	Client/Corporation	Entry name
Nebo	Build the Beltline	Fundraising Campaign
Modo Modo Agency	Zmags	Zmags Website & Brand Relaunch

Web & Interactive Marketing - Lead Generation/Ecommerce

Agency	Client/Corporation	Entry name
<i>Internal</i>	Piedmont Healthcare	"Go Red" Campaign

<i>Internal</i>	Mercer University	Undergraduate Admissions Webpage
iris Worldwide	Shell Oil Company	Driving Loyalty Membership

Web & Interactive Marketing - Social Media Campaign – Company Revenue < \$1 billion

Agency	Client/Corporation	Entry name
<i>Internal</i>	Primrose Schols	Primrose Social Media Campaign
Marketing Inspirations	THORLO	THORLO #SmileyFeet
Marketing Inspirations	The Fox Theatre	Fox Theatre's Biggest Fan

Web & Interactive Marketing - Social Media Campaign – Company Revenue > \$1 billion

Agency	Client/Corporation	Entry name
<i>Internal</i>	Arby's Restaurant Group, Inc.	Integrating a Brand into a Pop Culture Moment
redpepper	Claire's	Claire's Project BFF
iris Worldwide	Shell Oil Company	Driving Loyalty Membership

Web & Interactive Marketing - Consumer Engagement

Agency	Client/Corporation	Entry name
<i>Internal</i>	Carter's - OshKosh B'gosh	Baby B'Gosh Surprise & Delight
<i>Internal</i>	Mellow Mushroom	2015 Annual Calendar
<i>Internal</i>	Shaw Floors	Floorvana by Shaw Floors

Search Marketing – SEO

Agency	Client/Corporation	Entry name
Nebo	Pure TalkUSA	Strategy Vaults Pure TalkUSA to the Top
<i>Internal</i>	Piedmont Healthcare	Online Patient Ratings
<i>Internal</i>	Lucas Group	Lucas Group: Innovative SEO Program

Search Marketing - Paid Search/PPC

Agency	Client/Corporation	Entry name
Big Drum	Fullscope	LinkedIn Campaign
Nebo	GMSA	Reaching GSMA Target Audience
<i>Internal</i>	Primrose Schools	Primrose Paid Search Campaign

Advertising - Print Advertising

Agency	Client/Corporation	Entry name
Marketing Inspirations	BB&T Atlanta Open	Atlanta Magazine Special Section
Chemistry Atlanta	Troy University	Warrior Spirit Viewbook

Advertising - Broadcast Advertising

Agency	Client/Corporation	Entry name
Ideas United	The Weather Channel	Define Amazing
<i>Internal</i>	Piedmont Healthcare	Cancer "Fighter" TV Campaign
Ideas United	PGA	Sifford Presidential Medal of Freedom

Event Marketing - Event Under \$100K Investment

Agency	Client/Corporation	Entry name
FleishmanHillard	Health Connect South	Connecting the Healthcare Community
Modo Modo Agency	LexisNexis	2014 Money 20/20 Tradeshow
AR I PR	Cellcontrol	Roadway to CES

Event Marketing - Event Over \$100K Investment

Agency	Client/Corporation	Entry name
Sparks Grove	Comcast	Xfinity Innovation Think Tank
<i>Internal</i>	Cobb EMC	Member Annual Meeting

Innovation in Market Research

Agency	Client/Corporation	Entry name
Sparks Grove	Sony Mobile North America	Sony Mobile Innovation in Research
<i>Internal</i>	Mellow Mushroom	Comparative Market Research Dashboards

Marketing Analytics - Analytics Application

Agency	Client/Corporation	Entry name
FleishmanHillard	Phillips Customer Service Solutions	Philips Healthcare Gate System
<i>Internal</i>	Lucas Group	Building DEMAND Digital Engagement
<i>Internal</i>	Mellow Mushroom	Promotion Incentive Program

Marketing Analytics - Data Visualization

Agency	Client/Corporation	Entry name
DigitasLBi	Delta Air Lines	Delta Credentials

About AMA Atlanta

AMA Atlanta is the go-to source for marketing knowledge, events, resources and networking in Atlanta. At almost 1,000 members strong, we are the largest marketing organization in the city and the third largest AMA chapter nationwide. That means AMA Atlanta members have access not only to an incredible amount of local talent, but also to the international reach of the entire AMA organization.

Our members include professionals across the spectrum of the discipline: research, non-profit, public relations, advertising, branding, direct marketing, interactive, creative, multicultural and so much more.

For more information on AMA Atlanta, visit us at ama-atlanta.com.