



Stimulus Worldwide B2B Advertising Agency Receives National Recognition for Outstanding Creative Achievement

Cincinnati-based Stimulus Worldwide, a leading business-to-business advertising agency, was awarded five prestigious MarCom® awards from the Association of Marketing and Communication Professionals.

Cincinnati, OH, November 08, 2007 --(PR.com)-- Stimulus Worldwide, a leading business-to-business advertising agency, was awarded five prestigious MarCom® awards from the Association of Marketing and Communication Professionals. The 2007 competition included over 5,000 entries worldwide. Earning two platinum awards, two gold awards, and one honorable mention, Cincinnati-based Stimulus Worldwide has been recognized internationally among elite creative agencies for its outstanding creative achievement.

“Winning five MarCom awards is a remarkable achievement. It's very rewarding to see our work recognized at this level,” said Steve Kirschner, Managing Director. “Acknowledgment by our peers in the marketing and advertising community is a mark of our success and also a testament to the level of creativity found in the Cincinnati region,” said Kirschner.

The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. The competition has become so well respected in the industry that it receives entries from national corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies, and free-lancers. Internationally, it is perhaps the largest of its kind.

Stimulus Worldwide earned two platinum awards in 2007; one in the CD Based Multi-Media category for its “Konecranes Capabilities Overview Video CD” (with voiceover work by retired NFL star, Dave Lapham) and another in the Brochure/Business-to-Business category for its work on “Konecranes, Lifting Businesses.” Platinum awards are awarded to those entries judged to be the most outstanding entries in the competition. Platinum winners are recognized for excellence in quality, creativity, and resourcefulness.

The Cincinnati-based, business-to-business agency also received two gold awards; one in the Photography/Product category for its work on the “Rotex, APEX Screener” and a second in the Design/Brochure category for “Konecranes, Lifting Businesses.” The honorable mention award was awarded in the Website Homepage Design category for work on “www.mycrane.com.”

Judges for this prestigious competition are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. The Association of Marketing and Communication Professionals administers and judges the MarCom Awards, overseeing awards and recognition programs, providing judges, and setting standards for excellence.



About Stimulus Worldwide

Stimulus Worldwide delivers world-class business-to-business marketing strategies that help clients gain global market share and increase brand equity. Stimulus Worldwide works with leading B2B companies ranging from regional manufacturing firms to publicly traded multinational companies, offering Advertising, Marketing, Public Relations, and Interactive services. Stimulus Worldwide headquarters is located at The Gwynne Building, 602 Main Street, Suite 1300, Cincinnati, OH 45202. You can reach the firm at (513) 421-1159, or online at www.stimulusworldwide.com.

About the MarCom Awards

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand marketing, communication, advertising, public relations, media production, and free-lance professionals. The Association oversees awards and recognition programs, provides judges, and sets standards for excellence. As part of its mission, the Association fosters and supports the efforts of marketing and communication professionals who contribute their unique talents to public service and charitable organizations. Each year, the efforts of generous marketing and communication professionals are acknowledged through grants and special recognition.

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