

**BUSINESS MARKETING ASSOCIATION ANNOUNCES WINNERS OF COVETED TOWER AWARDS**

*Companies, agencies and firms recognized in premier business-to-business creative competition*

**CHICAGO**—September 19, 2012—The Chicago chapter of the Business Marketing Association (BMA) announced the winners of its highly coveted Tower Awards Wednesday at its 29<sup>th</sup> annual award reception at Studio Paris. The awards recognized companies, agencies and creative firms nationwide, for their excellence in developing and executing business-to-business marketing and communication campaigns from the past year. Bryan Pray Creative Director, Executive Producer with Live Marketing, and front man for the popular Chicago indie funk rock band, Eleven Dollar Life, emceed the event.

“The Tower Awards competition was once again very spirited,” said Jeanine Gaffke, BMA Tower Awards board chair and head of global marketing and brand at Sealed Air. “The entries were outstanding and it was challenging for our highly acclaimed panel of judges to choose the winners. This year, we introduced a new People’s Choice Award where a winner was chosen by the b-to-b community, which was an exciting development.”

Also new this year was the event’s theme, which departed from the traditional awards show format to a VIP Red Carpet Bash. Industry movers and shakers were treated to a glam night beyond the velvet rope at the stylish Studio Paris, where they sipped chic cocktails and dined on tasty French fare. After the awards were announced, winners descended upon the step & repeat for some impromptu vogue-ing.

Winners were judged based on their campaign objectives, communication strategies, creative solutions and results. This year there were 366 submissions, and Gold, Silver and Bronze awards were given in 42 categories, which included: Advertising, Public Relations, Direct Mail, Websites, Illustrations, Photography, Posters, Audio and Video Productions, People’s Choice, and Best in Show.

Of the gold winners, judges selected the “Best in Show” award and presented it to MarketSense for their work with JMC Steel in the category of Animation/Motion Graphics.

Other high profile client winners included Accenture, Aon, AT&T, Fellowes, John Deere, Kimberly Clark, Navistar, and USG. The top two agency award winners of the evening included gyro with 29 awards (11 gold), Slack & Company with nine awards (4 gold). MarketSense, mobium and Fathom Communications were also top winners.

The Tower Award gala was held on September 18, 2012 at Studio Paris, where entries were on display for review. For more information on the annual Tower Award competition and a full list of winners for 2012, please visit <http://bmachicago.org>.

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**About BMA Chicago:**

BMA Chicago is the Business Marketing Association's single largest chapter, serving nearly 530 business-marketing professionals through professional development, networking events and programs. BMA/Chicago enhances critical thinking, communication and managerial skills by bringing our members face to face with the nation's top b-to-b marketing thinkers and practitioners.

**Contacts:**

Marla Schrage  
Executive Director, BMA Chicago  
(312) 943-8040  
[marla.schrager@bmachicago.org](mailto:marla.schrager@bmachicago.org)