

NEWS RELEASEFOR IMMEDIATE RELEASE
March 17, 2017FOR MORE INFORMATION
Elton Mayfield, Co-Founder
EMayfield@ERMarketing.net
(816) 471-1400**ER Marketing Wins 11 Fountain Awards from the BMAKC**

Kansas City, Mo. – ER Marketing was recently recognized with 11 awards by the Business Marketing Association of Kansas City (BMAKC) at the 2017 Fountain Awards. The Fountain Awards honor the very best in strategic creative Business-to-Business marketing that delivers results. The BMAKC recognizes the top category winner with a Fountain Award and runner up with an Award of Merit.

ER Marketing was acknowledged with the following Fountain Awards:

- Single Ad:
Fortress Railing Products
“Simple Is Beautiful” Ad
- Ad Series/Campaign:
Gallagher Integrated
“Where Healthcare Is Growing” Print Campaign
- Multi-Media Campaign,
\$25,001 – \$50,000:
Huttig Building Products
“Masonite Makes It Personal” Promotion
- Multi-Media Campaign
Over \$50,000:
Huttig Building Products
Customer Connections
Program
- Promotional Email,
Series/Campaign:
Huttig Building Products
“Masonite Makes It Personal” Promotion
- Landing Page or Microsite:
Huttig Building Products
“Masonite Makes It Personal” Promotion
- SEO Program:
DaVinci Roofscapes
SEO Campaign
- Paid Search Campaign:
Gallagher Integrated
PPC Campaign
- People’s Choice:
DaVinci Roofscapes

“The Fountain Awards are about honoring the best creative work, but they’re also about the results and strategy that creates real ROI,” Renae Gonner Krause, co-founder of ER Marketing, said. “We’re honored to be recognized by an organization that puts as much emphasis on results as it does the other factors that make B2B marketing impactful.”

In addition to the nine Fountain Awards above, ER Marketing was also recognized with two merit awards:

- Direct Mail Piece, Flat:
SPX Marley
NC Everest Launch
- Promotional Email Series/Campaign:
Gallagher Integrated
“Off-Script” Campaign

“We are proud of our team and our clients for working together to create work that continues to drive results,” Elton Mayfield, co-founder of ER Marketing, said. “From building products to healthcare consulting to industrial manufacturing, these awards showcase our team’s ability to produce stellar work in diverse industries across multiple marketing and advertising categories.

To see more about the award winning projects, visit www.bmafountainawards.com



908 BROADWAY BLVD, STE. #200 • KANSAS CITY, MO 64105 • PHONE (816) 471-1400 • FAX (816) 471-1419 • WWW.ERMARKETING.NET

###

About ER Marketing

ER Marketing is a full-service marketing agency located in Kansas City's historic Garment District. As an innovative business-to-business marketing firm, ER Marketing combines big-agency scope with small agency accessibility. While the founding partners' experience spans more than 50 years, they are backed by a diverse team that thinks creatively, works efficiently, and creates real results for clients. For more information, please visit www.ermarketing.net/topagency

About BMA

The Business Marketing Association of Greater Kansas City is the leading professional resource for business-to-business marketers and communicators. BMA has earned the respect and loyalty of members by following a simple, three-part strategic vision. They intend to remain the primary repository of the best in B2B marketing information and resources, attracting the best practitioners and promoting the best practices in the industry. Full information on the association is available on the website at www.BMAKC.org.