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FOR IMMEDIATE RELEASE

Unleaded Wins “Agency of the Year” Second Year Running at BMA Houston’s Lantern Awards of Texas 201

Houston, Tx. – Houston-based marketing firm, Unleaded was again named “Agency of the Year” at the BMA Houston Lantern Awards of Texas 2012. In addition, the agency came away with “Best of Show,” as well as 16 Lantern Awards and 14 Awards of Excellence.

Founded in 1922, the Business Marketing Association is the pre-eminent service organization for business-to-business marketing and communications. BMA Houston created the Lantern Awards of Texas more than two decades ago to highlight top-quality creative and strategic business-to-business communications. The 2012 Lantern Awards were held at Houston’s Royal Sonesta Hotel Thursday November 29th, bringing together hundreds of marketing leaders from corporations and agencies statewide.

Among Unleaded’s client winners were GDF SUEZ Energy Resources NA, FMC Technologies, Magnum Oil Tools, Champion Fiberglass, Danos, Think Energy, R360 Environmental Solutions, Stallion Oilfield Services and others.

“The big winner tonight was really Houston’s reputation in the business-to-business marketing community,” said David Rosenfeld, Vice President of local marketing firm Unleaded. “All of the corporations and agencies at the show were well represented, and demonstrated that the business-to-business work coming out of Houston is every bit as strategic and creative as that found in New York, LA or London.”

In addition to a respectable showing, Unleaded also created the theme for the night’s party—which played off of the 2012 apocalypse zeitgeist. Billed as the “Adpocalypse,” the show featured an end-of-the-world theme complete with table centerpieces of SPAM, bottled water and much-coveted Twinkies (all of which were donated to the Houston Food Bank).

“Each award we won was really a win for client trust,” said Unleaded’s Chief Operating Officer, Kevin Welborn. “Our clients put a lot of trust in us. These projects are important and can make a big impact on their business. We just appreciate the recognition the Lantern judges gave us through this honor; these projects represent a lot of hard work and late nights for all of us at the shop.”

You can see Unleaded’s award winners at www.ulcomm.com/apocalypse.

About Unleaded

Unleaded partners with its clients to help them grow, change and manage marketing-related risk. From serving as an outsourced marketing department to helping corporate marketing leaders get ahead, Unleaded provides market research, marketing strategy, public relations, creative services and ongoing marketing support. All delivered as an extension of your team. Learn more at www.ulcomm.com/apocalypse.

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