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Bravo BR! Bernstein-Rein wins 4 Gold, 3 Silver AMBITs

Kansas City, MO -- A combination of innovation, creativity and results contributed to BR's success at the 2011 KCDMA AMBIT awards ceremony. BR continues to make the marketing dollars of our clients count in today's competitive environment.

The awards were presented on Wednesday evening at the annual AMBIT awards event. Out of over 100 entries across 30 categories, BR won 4 gold and 3 silver awards. The entries were judged by the Detroit Direct Marketing Association and evaluated on creativity, originality, innovation and results.

Steve Bernstein, President of BR said: "Congratulations to all of the associates who contributed to our 2011 success! Direct Marketing is an important part of our agency and a key component to our multi-disciplined approach to making marketing more effective. I'm extremely proud of the work that we've done for all our client partners, but it's especially gratifying to be recognized for excellence by our peers. I know that all of our client teams will continue the tradition of BR's work doing well, both for our clients and among our peers."

Here is a listing of BR's 2011 AMBIT winning work:

Beauty Brands:

Gold Direct Mail Reactivation;

Gold Normal Grand Opening;

Silver Lee's Summit Prestige Direct Mail;

Silver eCommerce Email

Family Dollar:

Gold Grand Re-opening Direct Mail

Commerce:

Gold Small Business Appreciation Month

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein provides its clients with real consumer insights, real brand differentiation that inspires consumers to act, and real results. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by

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Advertising Age. Go to bernstein-rein.com to see a list of clients and award-winning creative work.

About Kansas City Direct Marketing Association:

Founded in 1948, Kansas City Direct Marketing Association (KCDMA) is a dedicated group of Kansas City-area professionals in direct marketing with about 300 active members, including leading corporations, service providers, consultants and agencies. Led by a 19-member Board of Directors, KCDMA is dedicated to bringing quality, cutting-edge educational opportunities to marketing professionals. The mission of the Association is to enhance the image of direct marketing and provide ongoing educational and networking opportunities for its practitioners. For more information, visit www.kcdma.org.

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