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Edge Marketing Named Winner of Two Prestigious 2018 MarCom Awards

Minneapolis – November 1, 2018 – [Edge Marketing, Inc.](#), a Minneapolis-based public relations and marketing firm serving the needs of organizations in the legal and accounting industries, was recently honored with two 2018 MarCom awards. The agency was named a Platinum Winner for a publicity campaign and a Gold Winner for online placement, both in the Strategic Communications category. Submissions were for campaigns designed and executed by the agency on behalf of two Edge clients, both of which are technology companies serving the legal industry.

One of the oldest, largest and most prestigious creative competitions in the world, [MarCom Awards](#) recognize outstanding achievement by marketing and communication professionals. Approximately 6,000 entries were submitted this year from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. Winners of the competition range in size from individual communicators to media conglomerates and Fortune 500 companies.

MarCom Awards are administered and judged by the [Association of Marketing and Communication Professionals](#), an international organization that oversees awards and recognition programs, provides judges and sets standards for excellence. Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. Entries come from throughout the United States, Canada and dozens of other countries. Historically, about 15 percent of entries have won Platinum, the top award, and around 20 percent Gold with another 10 percent of entries being Honorable Mention winners.

“Being named both a Platinum and a Gold MarCom award winner in the same year is a tremendous achievement for our agency and speaks volumes about the strength of our team, the quality of our work and our overall commitment to excellence,” says Edge Director of Global Public Relations Vicki LaBrosse. “We strive every day to make an impact for our clients, so it’s rewarding to see that hard work recognized among thousands of entries for these highly regarded awards.”

The two MarCom awards are not the first honors for Edge Marketing in 2018. Along with various awards over the past several years, the agency was recognized this year by both the National Law Journal and the New Jersey Law Journal for its public relations, social media consulting and advertising work. Edge also was the recipient of MarCom awards in both 2016 and 2015.

About Edge Marketing

[Edge Marketing](#) delivers marketing and public relations expertise to clients in the legal and accounting markets. The company helps B2B organizations promote and sell their products and services to audience segments within each industry, including corporate legal departments, law firms, federal and state courts and legal associations, accounting firms and organizations supporting the accounting market. As a full-service agency, Edge provides strategic planning, public relations, marketing and e-marketing action plans, alliance building, website development, market research and advertising (concept and media plans). To learn more visit www.edgelegalmarketing.com or www.accountingedgemarketing.com.

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