

# Meredith Xcelerated Marketing Wins 11 Magnum Opus Awards

## Honors Achievement in Content Marketing

**NEW YORK, NY (July 13, 2012)** – Meredith Xcelerated Marketing (MXM), Meredith Corporation's (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) global, digital and customer relationship marketing agency, announced today that it has won 11 Magnum Opus Awards for work done on behalf of clients including Kraft, Volkswagen, State Farm, Wells Fargo and Publix.

The 9th Annual Magnum Opus Awards honors companies, organizations and institutions, and their agencies and other partners, for excellence in their content marketing endeavors encompassing a wide variety of formats — print, web, video, mobile, and more. The awards are presented by the Content Marketing Institute and BeContentWise.com.

"Content marketing is a critical focus for many of our clients, and has long been a core area of expertise for MXM," said David Brown, Executive Vice President, MXM. "We are proud to be recognized for our successes in creating branded and custom content that drives both engagement and results across multiple platforms."

Winners were announced on June 28, 2012. MXM was awarded in the following categories:

### **Most Improved Editorial**

Silver Award: Volkswagen *Das Auto* Magazine Fall/Winter 2011

### **Best Regularly Featured Department**

Honorable Mention: Publix *Grape* Magazine Fall 2011

### **Best Use of Illustration - Single Feature**

Bronze Award: "Weather Disasters" State Farm *Good Neighbor Magazine* Spring/Summer 2011

### **Best Use of Photography - Overall Publication**

Bronze Award – Kraft *Food&Family* Magazine Fall 2011

### **Best Insurance Publication**

Silver Award – State Farm *Good Neighbor Magazine* Spring/Summer 2011

### **Best Retail Publication**

Gold Award: Lowe's *Creative Ideas* Magazine Holiday 2011

Bronze Award: Publix *FamilyStyle* Magazine Winter 2011

### **Best Web Design - New Publication**

Gold Award: Volkswagen *Das Auto* Landing Page

### **Best Topic Specific Video**

Silver Award: "If I knew" Wells Fargo

### **Best Branding Video**

Honorable Mention: "Triathlete on the Rise" Volkswagen

### **2012 Marketing Winner for Highest Response Generation**

Bronze Award: Volkswagen *Das Auto* monthly e-newsletters

### **About Meredith Xcelerated Marketing**

Meredith Xcelerated Marketing's (MXM) heritage lies in its more than 40 years of experience in creating custom programs and customer relationship marketing platforms. What began as Meredith Publishing Services in the 1970s has evolved into a global full-service agency creating powerful marketing solutions for many of the nation's top brands and companies, including Lowe's, Kraft and Chrysler. MXM has significantly added to its marketing solution capabilities in recent years through the acquisition of cutting-edge companies in areas such as digital, mobile, video, database, healthcare and social marketing. In October 2011, MXM announced a strategic investment in London-based iris worldwide, one of the world's most successful international marketing agencies.

In addition to the iris investment, over the past five years MXM has added expanded marketing capabilities in key areas with the acquisition of leading agencies including The Hyperfactory (mobile), Genex (digital), New Media Strategies (social media), Directive (database analytics) and BIG Communications (healthcare). MXM now has more than 700 employees and works with more than 50 brands. Visit MXM.com for more information.

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