

# Meredith Xcelerated Marketing Wins Five Target Awards, including Best in Show

## Campaigns Executed for Chrysler Showcase World-Class CRM Capabilities

**NEW YORK, NY, (July 20, 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 five Target Awards for work done on behalf of Chrysler Group LLC, presented by the Direct Marketing Association of Detroit (dmaDetroit).

The Target Awards program honors the advertising industry's most innovative direct response campaigns across a number of business verticals. Each year, a variety of entries from Metro Detroit's top advertising agencies and client side marketing departments are submitted and judged by a sister DMA affiliate chapter. Programs are judged on overall objectives, copy and graphic design, product professionalism and results.

"It's such an honor to receive these awards on behalf of our client, Chrysler Group," said David Brown, Executive Vice President at MXM. "We strive to meet and exceed our goals for every program we take on, and these awards are a testament to our efforts and achievements."

At this year's awards ceremony, held on June 1, MXM was awarded in two categories for its work with Chrysler Group:

### **CATEGORY: AUTOMOTIVE/OVER .50 PER PIECE**

#### ***FIAT Launch Direct Mail — First Place and Best in Show***

MXM and Chrysler built extensive awareness of the U.S. arrival of the FIAT brand and encouraged consumers to visit their local FIAT Studio by leveraging highly-targeted competitive list segments to reach an effective mix of active shoppers and lifestyle targeted consumers.

#### ***Chrysler Brand Direct Mail — Second Place***

Tapped to introduce the all-new 2011 Chrysler Brand full-line vehicles to in-market owners and prospects, MXM developed a highly successful direct marketing campaign leveraging a private offer. The campaign increased sales conversions across all target audiences.

#### ***Chrysler Group Direct Mail — Third Place***

MXM identified and engaged in-market owners and prospects, encouraging them to purchase a new vehicle through a targeted, branded communication including a purchase offer and robust follow-up communication plan. The program drove a significant number of new customers to Chrysler Group brands, Chrysler, Jeep, Dodge and Ram, a requirement to driving market share gains.

### **CATEGORY: AUTOMOTIVE/UNDER .50 PER PIECE**

### ***Mopar Service Mailing — Third Place***

MXM generated service traffic and increased sales of Mopar parts to raise net profits, redesigned the existing service marketing communication to effectively introduce consumers to Mopar, and continued to promote the dealership difference, provide national rebates, feature seasonal services, coupon offers and relevant sales messages.

In 2011, MXM won three Target awards, including the Golden Target Award/best-of-show for a direct mail program launching the all-new Jeep Grand Cherokee.

### **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.

### **Direct Marketing Association of Detroit (dmaDetroit)**

For over 50 years, the Direct Marketing Association of Detroit ([www.dmad.org](http://www.dmad.org)) has been a local affiliate chapter of the Direct Marketing Association representing hundreds of advertising and marketing professionals in the state of Michigan. Membership in the association includes client side marketing departments, advertising agencies, as well as a variety of vendors serving print, data and other needs. dmaDetroit provides education and networking opportunities through best in class events including world class speakers.

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