

## MarketSense Wins Big at the 2010 Business Marketing Association Tower Awards

BURR RIDGE, IL – (May 24, 2010) — MarketSense, a leading full-service business-to-business marketing services firm announced today that it was awarded four Tower Awards from the Business Marketing Association (BMA) of Chicago. The annual Tower Awards acknowledges business-to-business sales and marketing campaigns that are not only superior in creative quality, but that also drive significant business ROI. The 2010 competition attracted more than 300 entries in 35 categories from over 70 Chicago-area companies. Three MarketSense clients shared in the awards: Cision, Sealy Global Hospitality and vAuto.

The BMA awards Gold, Silver and Bronze winners in 35 categories. MarketSense was awarded the following:

- Gold: computer based presentation (Cision)
- Silver: total communications program (vAuto)
- Bronze: direct mail (Sealy Global Hospitality)
- Bronze: web site design (Cision)

The awards coincide with the re-launch of Market-Sense's agency web site at [www.market-sense.com](http://www.market-sense.com) where several of the award winners are on display in the new portfolio section.

For more information on MarketSense, contact Beth Albright at 630-654-0170, x170 or [bealbright@market-sense.com](mailto:bealbright@market-sense.com)

### **About MarketSense**

MarketSense ([www.market-sense.com](http://www.market-sense.com)) is full service business-to-business marketing agency located just outside of Chicago. For over 20 years, MarketSense has developed compelling brands, memorable messages, qualified leads, robust pipelines, intuitive interfaces and powerful applications that create loyal customers for clients. The agency provides a highly unique mix of integrated services including award winning creative, closed loop lead generation and management, as well as web and software development. Named one of the top business-to-business agencies in the country by Crain's *BtoB* magazine for each of the last four years, the company regularly wins recognition for excellence by such industry organizations as the Business Marketing Association and Web Marketing Association. The agency's client list includes leading business marketers such as Aramark, Bosch Rexroth, Emerson, Grainger, Sealy and Stanley Tools. MarketSense is a privately-held company and a division of The MX Group. MarketSense is also a member of The Network One, an international agency network that expands the agency's reach and capabilities globally.

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