


BAILEY LAUERMAN RANKED AMONG NATION'S TOP AGENCIES IN MEDIA CREATIVITY

Agency	Award(s)	Client(s)
MediaCom	3	Audi (2), Discover
 BAILEY LAUERMAN	2	Exmark, Union Pacific
Carat USA	2	Gillette, Proctor & Gamble
Havas Digital	2	Volvo (2)
Starcom	2	Buick, Starcom
Agency Net	1	Island Def Jam Records
BrightLine	1	AXE
Covario	1	SolarCity
Digitaria	1	Invisible Children/Resolve
Gotham Direct	1	Chiquita
History Channel	1	History Channel
mediahub from Mullen	1	Zappos

Source: mediapost.com



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BAILEY LAUERMAN WINS NATIONAL CREATIVE MEDIA AWARDS FOR UNION PACIFIC AND EXMARK

Awards competition ranks agency among top five nationally for creativity in media strategy, planning and execution

Omaha, Neb. – Dec. 14, 2011 – MediaPost, publisher of *Media Magazine*, has presented Bailey Lauerman two national Creative Media Awards on behalf of campaigns the agency researched, created and executed for Union Pacific Railroad and Exmark Manufacturing, a division of The Toro Company. The multiple honors for Bailey Lauerman ranked the agency in the top five among all participants.

“These awards are not based on the number of people assigned to a project or size of a media budget. Instead, they recognize innovative media campaigns that blend strategy, planning and execution to meet and exceed client objectives,” said Sandra Cranny, EVP of communications planning at Bailey Lauerman. “I am proud of the teams that helped our clients achieve these creative—and effective—campaigns that generated excellent business results.”

Union Pacific’s safety initiative, “I Brake for Trains,” won a Creative Media Award in the radio category. Research into the target audience—young men in Fresno, Calif.—led Bailey Lauerman to create messages designed for the at-risk audience’s most credible source—radio stations. Ultimately the campaign helped decrease train crossing incidents to almost zero.

Bailey Lauerman won the business media award for Exmark Manufacturing’s “Pride” campaign. Drawing on insights found on Exmark’s Facebook and YouTube pages, Bailey Lauerman crafted an integrated media campaign to celebrate the brand’s loyal following. The approach included an online hub for owners to engage in conversations with each other, and an awards program. The awards generated more than 100,000 votes and the microsite proved to be a significant driver for Exmark-related conversations.

The agency also was recognized as a finalist in the online media search category was Union Pacific’s “Wherever You Find Business, You’ll Find Us” campaign. Bailey Lauerman helped drive customer inquiries and sales conversions to Union Pacific through a highly targeted search and digital campaign. The effort resulted in a significant revenue increase over the previous year.

The Creative Media Awards came to life in 2003 when MediaPost, publisher of *Media Magazine*, saw a need for a different kind of advertising awards show; one that recognized creativity in media. The awards exemplify the belief that media - the process of strategy, planning and buying—is every bit as creative as rendering storyboards for print or TV ad campaigns.

About Bailey Lauerman

Bailey Lauerman supports some of America's leading brands and companies, including ABC World News, ADP, Disney, Cessna Aircraft, Pepsi, Honeywell Aerospace, ConAgra Foods, TD Ameritrade and Union Pacific. The agency was recently ranked among the top 10 most effective independent agencies in America, according to the 2011 Effie Effectiveness Index issued by Effie Worldwide. Bailey Lauerman's work is consistently honored in national creative competitions, including the Effie Awards, Communication Arts, One Show, Graphis, the Clio Awards, the ADDY Awards and the O'Toole Awards. More information at baileylauerman.com

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