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**FOR IMMEDIATE RELEASE**

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**PMA To Become The *Brand Activation Association***

**Chicago, Illinois... November 14, 2012** – Bonnie Carlson, President and CEO of the Promotion Marketing Association (PMA), announced today that the association will become the umbrella organization for brand activation and soon be known as the Brand Activation Association (BAA).

Addressing PMA's 34<sup>th</sup> Annual Marketing Law Conference in Chicago, Carlson said the new BAA will have a broader focus on all the disciplines required to activate a brand's strategy in retail environments, from creative strategies to measurement and on topics ranging from omni-channel marketing to experiential marketing and social media.



**BRAND ACTIVATION  
ASSOCIATION**

“We are building on PMA's 101-year legacy of advocacy, education, recognition, networking and community by actively responding to changes brought about by the explosion of digital, social and mobile communications,” Carlson explained. “As these new-age channels have dramatically altered association members' marketing cultures, new ecosystems of retail have been spawned, particularly in the areas of e-commerce, mobile shopping, show-rooming, social shopping and more.”

Although the name change will become official at PMA's Annual Conference in April 2013, the association is already dedicated to becoming the unbiased aggregator of brand activation-focused industry learning, best practices, and innovation. BAA will grow beyond the narrow, traditional definition of 'promotion' so that the association can better serve its brand management, marketing agency and legal professionals membership. BAA will continue to focus on the challenges that brand marketers face in today's marketplace so they can thrive and grow their businesses.

"Building on the legacy of advocacy, education, and community, BAA's mission is to be *the* resource for information and best practices for brand activation", Carlson emphasized." She added that PMA will be introducing a variety of new resources for marketing professionals as the association expands into the leadership organization for brand activation.

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#### **About PMA**

*The PMA is the national non-profit trade association dedicated to the industry of marketing disciplines that motivate behavior, activate response and build brands. Representing over a trillion dollars in sales, these disciplines include promotion marketing, digital marketing, shopper/retailer marketing, experiential marketing, marketing law, and sports, entertainment and sponsorship marketing. Founded in 1911, the PMA has championed this industry through its combination of research, education, advocacy, and collaboration opportunities. The organization's membership is comprised of Fortune 500 companies, top marketing agencies, law firms, retailers, service providers and academia, representing thousands of brands worldwide. The PMA is headquartered in New York City with its affiliate, the PMA Educational Foundation, Inc. For more information about PMA visit [www.pmalink.org](http://www.pmalink.org)*

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