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## **PMA Announces Major Enhancements To The 2013 REGGIE Awards** *Cannes Lions Judges and New Categories Added*

**New York, December 3, 2012** – [PMA](#) has announced exciting new features that have been added to the [REGGIE Awards](#) for 2013. In addition to new and revised categories, the Super REGGIE Winner will be selected by a Blue Ribbon Panel that includes Cannes Lions judges for the first time.

Now in its 30<sup>th</sup> year, the REGGIE Awards program is renowned for identifying the most outstanding U.S. brand activation campaigns across a variety of marketing categories. “In a rapidly changing environment for innovative marketing techniques, and ever-new channels to reach target audiences and activate brands, the REGGIE Awards recognize brand marketers’ and agencies’ best-of-the-best marketing campaigns”, said Bonnie Carlson, PMA President and CEO. In keeping with the awards’ original mission, the winning campaigns must build brands and ‘make the register ring’, increasing a brand’s market-share, profits or volume.

### **New Categories Added to 2013 REGGIES**

To stay current with the latest brand activation tools and techniques, three new categories have been added and five categories have been revised to the 2013 program, keeping the total category number at 20. The new categories are Emerging Brands and Start-ups, Creativity and Innovation, and Gamification. Revised categories include National Consumer Campaigns, budgets over and under \$3 million, Multi-partner/Sponsor Campaigns, Marketing for Digital Devices, and Small Budget Campaigns with budgets less than \$250k. A complete list of category descriptions is available at [www.pmalink.org/?2013categories](http://www.pmalink.org/?2013categories).

## **Super REGGIE to be Judged by Cannes Lions Judges**

The Super REGGIE, bestowed upon the best-in-class of all the Gold REGGIE winners, is considered one of the most coveted awards among brand activation marketers. It is judged by a Blue Ribbon Panel of senior marketing leaders across many industry segments, and for the first time in the illustrious history of the REGGIES, Cannes Lions judges. The Gold, Silver and Bronze category winners, in turn, are selected by another authoritative panel of judges, all of whom are experts in their respective marketing fields.

“We are extremely pleased that the 2013 Super REGGIE will benefit from the extensive and global expertise of Cannes Lions judges,” Carlson added.

## **Benefits of Being Selected a Winner**

The winners of the Gold, Silver or Bronze awards will receive extensive publicity in the trade and business media. In addition to being featured on the electronic billboards in NY’s Times Square, PMA will conduct an extensive PR and Social Media campaign that will provide winners with wide-reaching peer and industry recognition.

## **Important Award Details**

- January 16th - Early Bird deadline for your submission (*Entry pricing will rise after this date*)
- January 23rd – The REGGIES officially close
- February 21- Finalists are announced

Complete REGGIE Awards information can be found at [www.pmalink.org/reggieawards](http://www.pmalink.org/reggieawards), or contact Marybeth Petescia at [mpetescia@pmalink.org](mailto:mpetescia@pmalink.org), or call 212-340-0092.

## **About PMA**

*The PMA – to be renamed BAA (Brand Activation Association) in April 2013 - is the national non-profit trade association dedicated to the industry of marketing disciplines that motivate behavior, activate response and build brands. Representing over \$750 billion dollars in sales, brand activation disciplines include all the myriad connection points with the consumer, such as digital/mobile/social media marketing, shopper/retailer marketing, experiential marketing, marketing law, promotion marketing, multi-cultural and niche marketing, cause marketing, 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)*

*The link for this news release can be found at <http://www.pmalink.org/?page=reggieawardsnews>*