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BAA Announces The 2013 REGGIE Awards® Finalists

Brand Activation Agencies Vie For Marketing Industry's Top Honors

New York, February 27, 2013 – As part of the busy awards season, [the Brand Activation Association](#) (BAA), formerly the Promotion Marketing Association (PMA), has announced the finalists for its prestigious 2013 REGGIE Awards.

Now in its 30th year, the REGGIE Awards program is renowned for identifying the most outstanding U.S. brand activation campaigns across a variety of marketing categories. 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.

This year's list of finalists once again reads like a "who's who" of top marketing agencies and global brands. Celebrating the creative work of marketing agencies large and small, such as Leo Burnett, Ogilvy, and Drafftcb, for such leading brands as Ford, McDonalds, AT&T, MasterCard, Target, DuPont, and Coca-Cola, a total of 60 finalists will vie for one of the marketing world's top awards (see attached list).

New Categories Added to 2013 REGGIE AWARDS

To stay current with the latest brand activation tools and techniques, three new categories have been added and five categories have been revised for 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 of less than \$250k. A complete list of category descriptions is available [here](#).

Super REGGIE Award to be Judged by Cannes Lions Judges

In other major news, the Super REGGIE Award, bestowed upon the best-in-class of all the Gold REGGIE Award winners, will be judged for the first time by Cannes Lions judges who will be part of a Blue Ribbon Panel of senior marketing leaders across many industry segments. The Gold, Silver and Bronze category winners, in turn, have been selected in two rounds of judging by separate authoritative panels of judges, all of whom are experts in their respective marketing fields.

“This will truly be a monumental year for the REGGIE Awards,” said Bonnie Carlson, BAA President and CEO. “We celebrate the 30th Anniversary of the REGGIE Awards with a new name for our association, new categories for the Awards and Cannes judges helping select our Super REGGIE Award winner.”

The REGGIE Awards will be presented at a Gala following the BAA Annual Conference in Chicago on April 4th.

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, BAA will conduct an extensive PR and Social Media campaign that will provide winners with wide-reaching peer and industry recognition.

Complete REGGIE Awards information can be found at <http://www.pmalink.org/?page=2013reggiefinalists>, or by contacting Marybeth Petescia at mpetescia@pmalink.org, or call 212-340-0092.

About BAA

The Brand Activation Association (BAA) -- the newly rebranded Promotion Marketing Association (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 \$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

Click [here](#) to view this news release.