



**Local Marketing Solutions Group, Inc.**  
**1600 Golf Road, Suite 1200**  
**Rolling Meadows, IL 60008**

**Contact: Brett Knobloch**  
**Phone: 312.475.2963**  
**Email: [Brett.Knobloch@JGSullivan.com](mailto:Brett.Knobloch@JGSullivan.com)**

**Date of Release: May 3, 2019**  
**FOR IMMEDIATE RELEASE**

**LOCAL MARKETING SOLUTIONS GROUP INC. ANNOUNCES 15 NEW ADDY AWARDS TO ADD TO**  
**130 PREVIOUS HONORS**

Rapidly growing marketing and sales solutions technology firm announces 15 ADDY Awards, adding to 130 previous awards and honors.

ROLLING MEADOWS, IL – Local Marketing Solutions Group Inc. announces 15 Addy Awards and the Research in Action Award from Mississippi Tourism for documented success won in 2019, adding to the 130 previous honors.

Al Croke, Local Marketing Solutions Group Inc.'s President & CEO said, "Another record breaking year of Addy wins totaling 15 this season and bring our company groups' 25-year totals to over 130 awards working with companies like Acuity Insurance, Bank OZK, Big Brother Big Sisters of Sheboygan County, Chicago Blues Festival, Keesler Federal Credit Union, Kohler Company, LAVA Brand Motion Lamp, Meals On Wheels, Mississippi Civil Rights Museum, Mississippi Tourism Bureau, Mississippi History Museum, Outboard Marine Corporation, Strategic Data Systems, among others." Croke added, "The magnitude of experience shown by our creative marketing staff is impressive and helps keep our clients on the forefront of marketing and creative in their respective industries."

Godwin Executive Chairman Philip Shirley said, "Godwin is honored to have several Addy's awarded this year across Gulf Coast and Jackson competitions, especially the Best of Show for Broadcast and the Mosaic Award for Diversity in Advertising. Our clients expect the highest standards for creative and marketing excellence from our team and these awards recognize those successes in the marketplace."

Some examples:

Godwin won for the recently completed Mississippi Runs Deep campaign. This tourism campaign generated outstanding results in visitors, room nights booked, visitor spending and ROI. A complete rundown of the work and verified results can be found at the URL: <https://godwin.com/work/mdah-home>. Mississippi Tourism recognized this work for generating a record-breaking 21:1 return on investment that was well documented. It also resulted in winning Best of Show in Broadcast.



Godwin also won a coveted Judge's Choice award for Keesler Federal Credit Union Holiday Helper Campaign in the Category: Integrated Advertising Campaign, Consumer, National. Judge's Choice awards are awarded to an outstanding best entry in a specific category from among the Gold award winners and recognizes the highest level of achievement. A judge's choice is not awarded unless a specific entry is deemed exceptional.

For the Acuity Insurance 2010 annual report, Dufour designed a pop-up book to illustrate Acuity's "storybook year. It is now permanently housed in the Smithsonian, where it was made part of the Cooper-Hewitt collection's "rare books" section. See: <http://makingofapopup.com>

#### ABOUT LOCAL MARKETING SOLUTIONS GROUP, INC.

Local Marketing Solutions Group, Inc. ([www.lmsg.co](http://www.lmsg.co)) is No. 1,673 on the 37th annual Inc. 5000, the most prestigious ranking of the nation's fastest-growing private companies. LMSG was formed in 2012 by the executive management team of JGSullivan Interactive Inc. The purpose of the holding company is to continue the expansion of offering the broadest and most efficient marketing and sales solutions to national and international brands that drive revenue through local sales and marketing channels. The company provides marketing automation technology and supporting sales and marketing services capabilities, allowing corporate sales and marketing to control brand image and to ultimately facilitate use of product and service content and materials for local channels.

Operating units and Brands include JGSullivan Interactive ([www.jgsullivan.com](http://www.jgsullivan.com)), DuFour Advertising ([www.dufour.com](http://www.dufour.com)), WeblyGuys ([www.weblyguys.com](http://www.weblyguys.com)), KMA One ([www.kmaone.com](http://www.kmaone.com)) and Godwin ([www.Godwin.com](http://www.Godwin.com)).

#### ABOUT GODWIN

Godwin (<http://www.godwin.com>) was founded in 1937 and is the South's oldest marketing communications firm. Headquartered in Jackson, MS, with offices in Biloxi and Dallas, Godwin serves clients nationwide, primarily in healthcare, banking, finance and insurance, utilities, tourism, manufacturing, food and consumer goods. It has been recognized among the nation's leading agencies by *Ad Age* and *AdWeek*. Godwin provides branding, advertising and reputation management services, as well as digital and web marketing services.

#### ABOUT DUFOUR ADVERTISING

Established in 1980, DuFour Advertising is a full service advertising agency specializing in video, digital media, and print. Recognized internationally for creative, award-winning ideas with a focus on results, DuFour Advertising provides comprehensive communications services, including: [marketing and advertising strategy and production, brand building, public relations, and media planning and placement](#). Clients include: ACUITY Insurance, Kohler Co., Red Arrow, Vollrath, Mercury Marine, Wigwam Mills, Mario-Camacho Foods, Lava Brand Motion Lamps, and Manitowoc Food Service. Website: <http://DuFour.com>

###