



Activate! Promotions + Marketing Takes Home Gold from the PPAI Expo

CHARLOTTE, NC—January 21, 2013—Promotional Products Association International (PPAI) has awarded a Gold Image Award to Activate! Promotions + Marketing in the category of Branding.

PPAI recognizes the leaders in the promotional products industry every year at its annual PPAI Expo, which takes place during the industry's tradeshow week in Las Vegas. This year, PPAI introduced their newest recognition category, the Image Awards.

The PPAI website notes that the Image Awards, "Recognize members for creative, insightful and effective branding activities that convey information about their own company's identity, products or services to customers and prospects within the promotional products industry."

Activate!'s Image Award submission was centered around its year-long re-branding effort, wherein it pivoted from then Bluegrass Promotional Marketing to Activate! Promotions + Marketing. The massive transition included an elaborate internal and external marketing initiative for the roll-out; the creation of a new company website; an entire logo development; overhauled brand standards; revamped sales collaterals; redesigned stationery, and office-wide renovations.

"To the public, this transition was completed in a relatively short period, but internally we had been plotting this move for years," said Fred Parker, CEO of Activate! Promotions + Marketing. "With all of the time and energy that was poured into creating this new brand from scratch, it's pleasing to receive a recognition that validates all of our hard work."

This is Activate!'s first PPAI Image Award and the tenth recognition received from the association.

About Activate!

Founded in 1995, Activate! is a world-class promotional marketing company specializing in custom products and brand marketing. Activate! has won nine Pyramid Awards and an Image Award for Branding from the Promotional Products Association International (PPAI). They have also been honored by the Advertising Specialty Institute (ASI) with Best Client Promotion Awards. Activate! has twice been recognized as one of the industries "Top 10" fastest growing distributors. The Charlotte Business Journal has recognized Activate! on three occasions as one of the fastest growing companies in the region, and in 2009, named Activate! to its list of the Best Places to Work in the Charlotte area. For five consecutive years (2008-2012), ASI's *Counselor* magazine named Activate! as one of the "Best Places to Work" in the promotional products industry.

The Charlotte, NC-based company has offices in Houston and Seattle with market coverage in Anchorage, Atlanta, Dallas, Denver, Grand Rapids, New York, Raleigh and San Jose. Warehouse Facilities are strategically located across the United States with additional warehouse facilities in Asia, Canada and the United Kingdom

Company Contact

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