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**BDS MARKETING, INC. NAMED AS FINALIST IN TWO CATERGORIES  
OF THE 2009 AMERICAN BUSINESS AWARDS<sup>SM</sup>**

***7<sup>th</sup> annual Stevie® Awards will be presented on June 22 in New York City***

IRVINE, CA – (May 20, 2009) BDS Marketing, Inc. (**bds mktg**), a retail marketing services agency, was named a Finalist today in both the Marketing Campaign of the Year (for a service) and the Marketing Team of the Year categories for The 2009 American Business Awards.

For the Marketing Campaign of the Year (for a service) category, **bds mktg** submitted “Revolutionizing Retail from the Inside Out.” This campaign was developed by the Marketing Team at **bds** to refresh the company’s corporate messaging to demonstrate a stronger voice to the market and showcase breakthrough in-store programs. Led by Aimee Mozingo, Vice President of Marketing and Sales, the team built a comprehensive “Revolutionizing Retail” campaign that revitalized the company’s marketing materials.

**bds mktg** is also a finalist in the Marketing Team of the Year category for their training event, “Sam’s Club Scores a Touchdown at their National Electronics Training with **bds mktg**”. Led by Managing Partner Kristen Cook, a **bds** team created, developed and executed an umbrella theme for Sam’s Club’s annual national training event for over 550 sales associates. This project included product category training, integrating supplier participation, and creative materials. Cited as a key factor in Sam’s Club’s success in Black Friday and 4<sup>th</sup> quarter sales, the event took associate training to a new level.

“**bds** is thrilled to be selected as finalists in two categories of the American Business Awards. This honor is a testament to the forward-thinking, creative and hard-working members of our teams that allows **bds** to achieve remarkable results for our clients.” said Aimee Mozingo, Vice President of Sales & Marketing, **bds mktg**.

More than 2,600 entries from companies of all sizes and in virtually every industry were submitted for consideration in more than 40 categories.

Stevie Award winners will be announced during the annual gala on Monday, June 22 at the Marriott Marquis Hotel in New York City. Six-hundred executives from across the U.S.A. are expected to attend. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network and hosted by Cheryl Casone of Fox Business Network.

#### **About BDS Marketing, Inc.**

**bds mktg** is a retail marketing agency driven by the power of our people. From designing shopper experiences to hands-on in-store execution, **bds** manages sell-through performance across brand touchpoints to build brand mindshare, empower sales associates and turn the retail environment to your advantage. Our national network of high performance teams offers Knowledge, Interaction and Systems-based services to provide brand insights and generate remarkable results for our clients. **bds** is based in Irvine, California and has been operating with excellence since 1984. For more information, visit [www.bdsmktg.com](http://www.bdsmktg.com).

#### **About the Stevie Awards**

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

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