

AFFIRM WINS THREE BUSINESS MARKETING ASSOCIATION MILWAUKEE AWARDS

(Pewaukee, Wis...May 24, 2018) AFFIRM Agency (www.affirmagency.com), a full-service marketing communications agency, was honored with two Excellence Awards and one Bell Award from the Business Marketing Association (BMA) Milwaukee at the BMA's 2018 Bell Awards banquet on May 17, 2018. The annual BMA Bell Awards showcase the best and most effective B2B work created by agencies, corporate marketers and vendor partners in southeast Wisconsin.

AFFIRM received a Bell Award in the category of Video, Short Form/Commercial for its Unison Credit Union STUNT DOUBLE television commercial produced on behalf of Element Creative of DePere, WI. Unison Credit Union wanted a fun and engaging concept that would help it to stand out from other financial institutions in the Fox Valley. The commercial was also created to promote the grand opening of Unison's sixth branch location in Grand Chute, WI. The ad uses a humorous and surprising approach to show how you don't need a "stunt double" to apply for a loan at Unison.

The Unison Credit Union STUNT DOUBLE TV commercial can be viewed here: <https://youtu.be/mcVTssWy7Cs>

AFFIRM also received an Excellence Award in the category Integrated Marketing Communications Program (Budget \$100,00 to \$200,000) for its creation and execution of the Dane County Regional Airport FLY LOCAL campaign. The campaign, which promotes the many benefits of flying out of Madison, WI compared to "big box airports" in other cities, was developed as an airport-specific take on the "shop local," "eat local," and "buy local" movements in communities nationwide, including Madison. The FLY LOCAL campaign features "locally sourced" animals, including a flying cow and a pilot chicken, which have been extended creatively using tactics such as outdoor, online, print, Wisconsin Public Radio, social media, campaign-specific [landing page](#), and a presence at local events in Dane County.

Lastly, AFFIRM received an Excellence Award in the category Product/Capabilities Brochure or Catalog for its work on the Wisconsin Center District Promotional Brochure. The brochure was created for the Wisconsin Center District, comprised of the Wisconsin Center, the UW-Milwaukee Panther Arena, and the historic Miller High Life Theatre, to showcase the many different options that the downtown Milwaukee trio of venues has to offer event promoters in order to attract world class entertainment and big-name shows to book dates there.

"Winning these Bell Awards is a validation of the hard work that went into these three projects," said AFFIRM President Danny Mager. "It's very gratifying to see such diverse clients be rewarded for being willing to be creative with their marketing while at the same time making sure the messages were on target and achieved their objectives."

AFFIRM is a full-service marketing communications agency with headquarters in Pewaukee, Wisconsin. The agency serves local, regional and national clients in Business-to-Business and Consumer markets and has special expertise providing social marketing, transit, transportation and

health benefits marketing and communications. For more information, call 262-650-9900, or visit www.AFFIRMAgency.com.

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