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## **Oklahoma City American Marketing Association Announces 2008 Excellence in Marketing Award Winners**

**Oklahoma City, OK (July 1, 2008)** The Oklahoma City American Marketing Association recently held the annual "Excellence in Marketing" award luncheon, honoring the best in marketing in Oklahoma City for 2008.

The winners are the following:

### **Single Marketing Tactic**

Award of Merit: Legacy Bank, "Legacy Trust Mini Site"

Award of Excellence: Brass Brick Homes, the Brass Brick Homes website

### **Direct Marketing Campaign**

Award of Excellence: OG&E, "Time-of-Use" campaign

### **Advertising Campaign**

Award of Excellence: Visual Image Advertising, First Fidelity Bank's Free ATMs Worldwide

### **Trade Show/Special Event**

Award of Excellence: Oswalt Restaurant Supply, the 2007 Oswalt Culinary Cook-off

### **Interactive/Mobile/Web**

Award of Merit: Legacy Bank, "Legacybank.com, Legacy's official site"

Award of Excellence: Advance Brands, "Fast Fixin's Fanatics Go Viral"

### **Best of the Best**

Oswalt Restaurant Supply, the 2007 Oswalt Culinary Cook-off

### **Marketer of the Year**

Burt Smith, Executive Marketing Information Research and instructor at Oklahoma Christian University

Every year in Oklahoma City, hundreds of marketing professionals toil to conceive, create, and implement outstanding marketing plans for their companies and clients. Through the AMA OKC Excellence in Marketing Awards, the local community gets to honor them. The call for entries was open to all Oklahoma City-area companies.

**About AMA-OKC:**

The Oklahoma City chapter of the American Marketing Association is a professional association for individuals and organizations involved in the practice, teaching and study of marketing. It is the source that local marketers turn to for information, education and professional networking. The chapter hosts monthly programs on the second Thursday of every month from 11:30 a.m. to 1:00 p.m. at the Will Rogers Theatre.

For more information, please visit [www.amaokc.org](http://www.amaokc.org).

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