

Sample Press Release for Summit MEA Winners

(Date), 2021

Contact: (Contact Name)
(Winning Company Name)
(E-Mail)
(Phone)

FOR IMMEDIATE RELEASE

(Winner's name) Brings it Home in 2021 Summit Marketing Effectiveness Award

December XX, 2021 (City, Region, Country) - (Winner's company name) is a (Silver, Platinum, Best of Category) winner in the 2021 Summit Marketing Effectiveness Award competition for their work with (Client's name).

(Quote from winning firm about the honor, creative and marketing strategy, team's approach and results)
(Additional firm information) (Quote from the client about the recognition) (Additional client information)

The Summit Marketing Effectiveness Award responds to a common need in the marketing and advertising sector: to acknowledge the contribution of results and messaging, and the achievement of the marketer's business goals. The Summit Marketing Effectiveness Award is unique to other award programs because it reinforces that the goal of marketing communications is to change, influence, or reinforce an audience's knowledge, attitudes, or beliefs. Using this premise as a basis for its judging

criteria, the competition is becoming a true arbiter of marketing communication effectiveness. During the 2021 event, judges analyzed submissions and selected only 7% to receive an award. A truly international competition, the Summit Marketing Effectiveness Award received submissions from the following 14 countries including Australia, Brazil, Canada, Hong Kong, Israel, Latvia, Philippines, Singapore, Spain, Taiwan, Turkey, United Arab Emirates, United Kingdom, and the United States.

“Marrying creativity and effectiveness can be a difficult task, so winning a Summit MEA is a significant achievement.” Said Jocelyn Luciano, Executive Director for the Summit Awards. “The combination of experienced judges and our tough criteria ensures that only deserving submissions receive Summit MEA recognition.”

The Summit Awards organization is dedicated to furthering excellence in the communications industry. It administers three distinguished award competitions throughout the year with the goal of raising the awareness of companies and individuals who have the creative and marketing talent to go beyond the ordinary.

Throughout its 27-year history, the organization has established itself as one of the premier arbiters of communication excellence. Using stringent evaluation criteria and blind judging processes, its competitions reward only those firms whose work exemplifies the best in their class. Companies from all over the world invest their promotional dollars for the opportunity to be recognized as a Summit Award winner. The organization conducts three awards each year: Summit Creative Award, Summit

Emerging Media Award, and Summit Marketing Effectiveness Award. Additional information about the Summit International Awards and its programs is available at www.summitawards.com.

(Background about winning company including what it means to achieve this recognition, clients, market niche, history, website.)

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