

Meredith Xcelerated Marketing Recognized With Top Honors At 2014 Content Marketing Awards

**Agency Receives 10 Awards for Work with Publix, Kia, Kraft,
State Farm, ACLU and HAP**

**MXM Named Finalist for Content Marketing Agency of the Year
Award**

NEW YORK, Aug. 28, 2014 /PRNewswire/ -- Meredith Xcelerated Marketing (MXM) (<http://www.mxm.com/>), the leading content-powered, customer engagement agency and a part of Meredith Corporation (NYSE: MDP; www.meredith.com), announced today it has won ten 2014 Content Marketing Awards for its work on behalf of clients including Kia Motor Company, Kraft Foods, Publix, State Farm, ACLU and HAP. In addition, MXM was recognized as a finalist for the Content Marketing Agency of the Year Award.

MXM is one of the top awarded agencies, taking home two Gold Awards, four Silver Awards, and four Honorable Mentions. Over the past two years, MXM has held a dominant presence at the awards show, recognized for its excellence in content marketing endeavors for many of the Fortune 500 companies and top brands on its client roster. Since 2012, MXM has received a total of 34 awards.

"It is an honor to be recognized by the Content Marketing Institute once again this year. The awards are a true testament to our amazing team and client partners who allow us to be creative and innovative," said David Brown, Executive Vice President, MXM. "Our work with Publix and ACLU, both of which received Gold Awards, exemplifies strong strategic thinking, matched with creative content solutions that are helping to move the industry forward."

Launched in 2004, the Content Marketing Awards identify the most engaging content-based initiatives across all media platforms, and recognize companies that are leading the content marketing space. Presented by the Content Marketing Institute and sponsored by McMurtry/TMG, this year's award recipients will be honored at a ceremony during Content Marketing World in September.

A comprehensive look at MXM's award wins this year include:

BEST USE OF PHOTOGRAPHY, OVERALL PUBLICATION –Gold Award: Publix, *Publix Grape, Winter 2013*

BEST EDITORIAL – NEW PUBLICATION –Gold Award: ACLU, *STAND Magazine*

BEST NEW PRODUCT OR PUBLICATION LAUNCH –Silver Award: Kia Motors America, *K900 Communication Series*

BEST NONPROFIT PUBLICATION –Silver Award: ACLU, *STAND Magazine, Fall 2013*

BEST NEW PUBLICATION –Silver Award: ACLU, *STAND Magazine*

BEST USE OF ILLUSTRATION, SINGLE FEATURE –Silver Award: State Farm, *Good Neighbor Magazine, Summer 2013*

BEST MOBILE RESPONSIVE CONTENT –Honorable Mention: Kia Motors America, *Kia Cadenza Responsive Design Launch*

BEST HEALTHCARE PUBLICATION – Honorable Mention: HAP, *HAP Balanced Living Magazine*, Fall 2013

BEST FEATURE ARTICLE – Honorable Mention: ACLU, *STAND Magazine*, *Watching the Watchers*

MOST IMPROVED DESIGN – Honorable Mention: Kraft Foods, *Kraft Food & Family Magazine Redesign*

Meredith Xcelerated Marketing (MXM) is a leading content-powered, customer engagement agency that provides fully integrated marketing solutions for some of the world's top brands, including Kraft, Lowe's, Chrysler and NBC Universal. Through its rich 40-year history, MXM has established itself as the dominant force in custom content and customer relationship marketing platforms. Strategic acquisitions in mobile, digital, social media and database analytics have significantly broadened the agency's capabilities, and in October 2011, MXM expanded globally through a strategic investment in London-based iris worldwide. MXM employs over 600 people globally and is a part of Meredith Corporation, a publicly-owned media and marketing company serving 100 million American women. Visit www.mxm.com for more information.

SOURCE Meredith Xcelerated Marketing (MXM)

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