

# Meredith Xcelerated Marketing Takes Home Third Best-In-Show In Four Years

## Winner of the Golden Target Award and the Entire Automotive Category over \$500/M at the Target Awards from the Direct Marketing Association of Detroit

NEW YORK (October 2, 2014) - Meredith Xcelerated Marketing (<http://www.mxm.com/>) (MXM), the leading content-powered, customer engagement agency, a part of Meredith Corporation, announced today the win of four Target Awards presented by the Direct Marketing Association of Detroit, including the Golden Target Award. The agency has been awarded this “best of show” honor three out of the past four years.

“We are incredibly honored to be recognized for the fourth year in a row by the Direct Marketing Association of Detroit,” says David Brown, EVP of MXM. “Through strong collaboration and exceptional effort, the team has been able to create content that, not only produces results for our client, but has become an example for the industry.”

MXM won the entire category for Automotive over \$500/M including work for Jeep and Fiat.

### **CATEGORY: AUTOMOTIVE OVER \$500/M**

FIRST PLACE: Fiat 500e Launch

SECOND PLACE: Jeep Grand Cherokee Launch

THIRD PLACE: Fiat 500e Welcome Kit

**GOLDEN TARGET AWARD: Fiat 500e Launch** **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 American women. Visit [www.mxm.com](http://www.mxm.com) for more information.

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