



STRATEGY. CREATIVE. RESULTS.

HOW YOU MEASURE SUCCESS.

You knew them as the Pro-Comm awards. Now, they're the B2s. Because business marketing isn't just connecting with business anymore. It's engaging employees, partners, analysts, government, and consumers as well. So if you've delivered outstanding strategy, creative and results in the past year, visit us at www.marketing.org/b2s, then send us your entries for the B2s. We can't wait to see how you did it.

Sponsored by
Kodak
