



There are two kinds of communications in the world.

The first fulfills an obligation to connect.

The second changes the way people think.

At BMA, we choose to recognize the people who, knowing the difference, refuse to take the easy way out.

So where others honor style over results, you'll find us honoring the successful balancing of both.

Where others reward ideas when they're hatched, you'll find us rewarding ideas when they work.

Because in the end, the only award worth taking home is the one you earn because you did something remarkable.

And moved everyone forward.