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CONTACT: Chris Barry
630-696-4009
cbarry@marketing.org

BMA Transforms and Renames Annual Pro-Comm Awards Program and Announces Kodak as 2010 Sponsor

**New “B2s” will expand beyond mar-com and focus on
multiple audiences, including employees, b2c2b and government**

Chicago, IL—With Kodak taking the title sponsorship role, the Business Marketing Association is transforming Pro-Comm, its 34-year-old marketing communications awards program, to recognize the full spectrum of corporate marketer achievements.

Renamed the **B2s** (Bee-Twos), the expanded program will recognize and honor business marketers for innovative global brand strategy, customer marketing strategy integrated internal and external marketing communications strategy, e-business strategy, new media strategy and successful new product and service introductions.

The **B2s** also will honor marketing activities targeting not just traditional customer and prospect audiences, but other key stakeholder audiences and demand drivers, including employees, sales forces, channel partners, government, consumers (as in b2c2b), NGOs and industry and financial analysts, among others.

“The BMA is the Business *Marketing* Association, not the business marketing communications association, so it’s right for BMA to honor not just the stuff that marketers and their agencies create, but also the more strategic activities on which business marketers also spend considerable time,” said Gary Slack, BMA chairman.

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“As a major provider of digital and offline products and services to b-to-b marketers and their agencies, Kodak is very proud to be the inaugural sponsor of the **B2s**,” said Jeffrey Hayzlett, chief marketing officer and immediate past BMA chairman. “We strongly endorse this exciting new strategic direction BMA is taking with the **B2s**.”

With the **B2s** covering more territory, BMA has significantly increased the number of entry slots from 53 to 218, said Thor Harris, BMA board member and chair of the **B2s** Committee. BMA also has radically updated the entry divisions, streamlining traditional offline mar-com categories while substantially enlarging the scope of digital categories.”

In addition, Harris said, BMA will move to an all-marketer judging panel made up exclusively of senior-level business marketers, including some of the most prominent buyers of business-to-business marketing communications services in the U.S.

Both entry submission and judging will take place mostly online, Harris added, enabling BMA to attract top-name judges and also minimize agency and marketer time and material costs for preparing and shipping entries. Dimensional direct mailers and other submissions meant to be physically touched, handled and viewed will be judged offline.

The **B2s** will accept entries starting Feb. 25 and ending April 16. Entry forms can be found at <http://www.marketing.org/b2s>. All winners will be announced—and top winners honored—at an early Wednesday evening gala, June 2, at BMA’s 2010 national “ENGAGE!” conference at the Swissotel in downtown Chicago.

The **B2s** name and logo were developed on a pro bono basis for BMA by a Doremus & Co. team led by Howard Sherman, the agency’s president. “We greatly appreciate the thoughtful and creative solution Doremus developed for BMA,” Harris said.

About BMA

Established in 1922, the Business Marketing Association (BMA) works to increase the importance, impact and value of marketing in businesses worldwide. BMA is the only professional organization exclusively focused on business-to-business marketing and its key drivers: customer engagement and relationships, product and service innovation, value pricing, channels, online/offline marketing communications and analytics. BMA’s members embody state-of-the-art expertise in business-to-business marketing and communications and share best practices for the benefit of the global business community. To learn more, visit <http://www.marketing.org> or contact us at 630-544-5054 or info@marketing.org

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