

MERIT AWARDS

Announcing the Outstanding Achievements: Winners of the 2024 Merit Awards for Marketing and Communications

Irvine, CA, April 9, 2024 – The most exceptional minds in the field of Marketing and Communications have been celebrated as the winners of the prestigious 2024 Merit Awards. Recognizing excellence, innovation, and strategic prowess, the awards ceremony honored individuals and organizations who have demonstrated outstanding achievements in shaping and advancing the industry.

This year's winners represent a diverse spectrum of talent and expertise, each making significant contributions to the ever-evolving landscape of marketing and communications. From groundbreaking campaigns to transformative initiatives, the winners have set new benchmarks for creativity, effectiveness, and impact.

"We are thrilled to recognize and celebrate the outstanding achievements of this year's Merit Awards winners," said Marie Zander, executive director of the Merit Awards. "Their creativity, innovation, and dedication have not only raised the bar for excellence but have also inspired and influenced the future direction of our industry."

2024 Merit Awards for Marketing and Communications winners are:

Category: Brand Activation and Excellence

Gold: Haven Mark Partners - A Haven Tower Group Platform

Silver: DailyPay

Category: Communications & Measurement & Reporting Innovation

Gold: 10Fold

Silver: F5

Category: Communications/PR agency

Gold: Lexington Public Relations

Silver: Global Results Communications

Category: Content/Based Storytelling

Gold: SPX FLOW

Silver: Edelman

Category: Content Marketing

Gold: Invisory

Silver: Highline

Category: Events & Observances

Gold: The ACE Agency

Silver: Birdeye

Category: Influencer Marketing

Gold: AMP Agency

Silver: Viral Nation/Making Our Voice Heard Around the World with Audible

Category: Internal Communications

Gold: Park Place Technologies

Silver: Cisco

Category: Leader of the Year

Gold: Ruchika Batra-Birdeye

Category: Marketing Agency (Large-more than 50 people)

Gold: Viral Nation

Silver: Olgivy

Category: Marketing & Communications Technology Innovation

Gold: Foursquare

Silver: Weber Shandwick

Category: New Product or Service Launch

Gold: Park Place Technologies

Silver: AMP Agency

Category: Public Relations

Gold: Karlie Reitano PR

Silver: Global Results Communications

Category: PR for an Existing Service

Gold: Mastercard Economic Insights: State of the Consumer

Category: PR Innovation of the Year

Gold: Elizabeth Edwards / Engagement Science Lab

Category: Publication/Magazine

Gold: Field X Fashion Presented by U.S. Polo Assn.

Category: Social Media Based Marketing

Gold: Viral Nation: Doing #EduTok Differently with Chegg

Silver: Alex Khassa / Clients Blackbox, Inc.

The 2024 Merit Awards for Human Resources www.merit-awards.com is now open.

About Merit Awards

Designed to recognize the efforts put forth by global industries and the markets they serve, the [Merit Awards](http://www.merit-awards.com) will acknowledge companies that have contributed to the continued growth of the market. The Merit Awards are judged by industry executives, Merit Awards staff, members of the media and consultants. For more information please visit our website at <http://www.merit-awards.com>

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