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## **Houston Communications Firm Ward Named Category Finalist in AMA Houston Marketer of the Year Awards**

HOUSTON (Mar. 3, 2015) - Ward, a top ten Houston-based communications firm, has been named a category finalist for the American Marketing Association's (AMA) annual Marketer of the Year awards, which take place Thursday, March 5, 2015 at the Hobby Center. The annual awards competition recognizes exceptional marketing by the top Houston-area companies, organizations and institutions.

Ward is one of three finalists in the Services: Marketing and Communications category for its 2014 brand refresh. The firm's branding and marketing, which includes the website and social media, reinforces the firm's dedication to causing communication and business results for its clients.

The Marketer of the Year awards recognize top marketers within 21 categories, selected by a local panel of marketing professionals and educators. Categories span across several industries, including energy, hospitality and services.

### **About Ward**

A Houston-based communications firm and partner of the international Worldcom Public Relations Group, Ward causes communication, both internal and external, that causes intended results through media relations, community relations, crisis communications, employee relations, social networking, marketing communications and more. The award-winning firm serves business-to-business and consumer clients. Founded in 1990, the firm has experienced steady growth and gained a reputation for producing award-winning results with a strong commitment to client service. Visit [www.WardCC.com](http://www.WardCC.com) for more information.

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### **About Worldcom Public Relations Group**

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations firms, with 140 offices employing 1,900 staff in 111 markets across six continents. In total, Worldcom partners reported combined revenue of US \$343 million last year from 3,286 clients, with some 80 Worldcom partner firms sharing business referrals across 90 clients. Established in 1988, the group was formed so that the strongest, most capable

independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and multinational clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate. [www.worldcomgroup.com](http://www.worldcomgroup.com)

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