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Houston-Based Ward a Finalist for 2019 North American SABRE Award

Independent communications firm recognized for B2B branding and go-to-market strategy for offshore industry digital platform innovator.

HOUSTON (April 4, 2019) – Ward, a top-ten, Houston-based communications firm, is a finalist in the Business-To-Business Marketing category of the 2019 North American SABRE Awards, for its branding and marketing strategy for Oslo-based FutureOn. The campaign, “FutureOn Brings Offshore Industry into a Digital Future,” launched FutureOn’s innovative offshore digital technology for the offshore oil and gas industry, which has since been evaluated and adopted by many global exploration and production companies and oilfield service companies that support them.

“We’ve been fortunate over our 28 years in business to have received hundreds of awards for doing the work we love to do,” said Deborah Buks, founder and president of Ward, who in 2014 was named a Top Woman in PR by *PR News* in its inaugural recognition of women leaders in the industry.

“In this North American competition, we face off with four well-established brands and their global communications firms – an honor, and further validation of our ability to help clients compete with large enterprises worldwide,” she continued. “And to sweeten the occasion, the client whose brand we created and product we launched and market, has just been awarded the OTC 2019 Spotlight on New Technology® Award to be presented at OTC on May 6th in Houston. We’re grateful and excited to be part of this winning client team and the opportunity to help them drive digital transformation in the oil and gas industry.”

SABRE winners will be announced on May 7 in New York City. You can view the full list of 2019 North American SABRE Awards categories and finalists [here](#).

The 2019 North American SABRE Awards, which recognizes Superior Achievement in Branding Reputation and Engagement, includes around 300 campaigns on its shortlist, selected from among more than 2,000 entries. The campaigns were evaluated by a jury of 55 industry leaders.

About Ward

Houston-based communications firm Ward causes communication, both internal and external, that causes intended results through media relations, community relations, crisis communications, employee relations, social media, digital strategies, and

marketing communications. The award-winning firm serves business-to-business and consumer clients, including publicly-traded enterprises, high-growth middle market companies, non-profits and government agencies. Founded in 1990, and recently relocated to the Houston Heights, the firm has helped clients – both local and international – build their brands and their businesses in Houston, the state of Texas and key markets across the globe. Visit www.WardCC.com for more information.

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