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Houston Communications Firm Ward Wins at AMA Marketer of the Year Awards

HOUSTON (Mar. 6, 2015) - Ward, a top ten Houston-based communications firm, won an American Marketing Association (AMA) award at the association's Marketer of the Year awards, held on Thursday, March 5 at the Hobby Center. The annual awards competition recognizes exceptional marketing within 21 categories by top Houston-area companies, organizations and institutions spanning across several industries, including energy, hospitality and services.

Ward competed against two other finalists in the Services: Marketing and Communications category, taking home top honors for its 2014 brand refresh. The firm's award-winning branding and marketing, which includes the website and social media, reinforces the firm's brand message to business leaders:

"Everything you achieve in business – from innovation and process improvements, to market share gains, safety goals, financial performance and more – occurs through conversations that lead to those results."

"For years, we've been the shoeless cobbler's children, putting off our own branding work in favor of focusing on our clients' brands," said Ward President Deborah Buks. "So, this AMA Houston Marketer of the Year recognition is both a high honor and a testament to our team's ability to do what we ask of clients – to dig deep within ourselves, conduct a brutally honest self-assessment, and take a risk of standing for what you believe about who you are and what you have to contribute in the business community."

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 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

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