

For Immediate Release
May 4, 2010

AOR, Inc Wins Top Marketing Honors at 2010 Colorado BMA Gold Key Awards

(Denver, CO.) AOR, Inc. a full-service advertising, marketing and interactive hybrid agency has received two 2010 Gold Key Awards from the Colorado Chapter of the Business Marketing Association. The recognition took place at the annual Gold Key Awards banquet, Friday, April 30, 2010, at the historic Sherman Street Event Center.

AOR, Inc. won a Silver award for their work with IT Solutions distributor, Avnet Technology Solutions, on the Cache for Clunkers promotion. This campaign was designed to target Value-Added Resellers as a tool to promote the Cash for Clunker storage trade in idea and drive sales to Avnet. As a creative way to develop an engaging direct mail campaign AOR, Inc. combined industry terminology with current affairs with an overwhelmingly successful 11 percent response rate, well above the average direct mails 1-2% response rate.

A Gold award was also given to AOR, Inc. for the design of a multimedia/video presentation for their high tech B2B software company, client Rebit. The video was designed to highlight the benefits of Rebit's three hard drive products and emphasize the extreme ease of use by adding a humorous tone. After the specialized industry video was posted, there were over 5,100 views in just five weeks. By contrast, Rebit's previous video used had only 255 views after 10 months.

"We're especially proud to win a gold in the highly competitive category of multimedia and video presentation," said AOR Principal Danyel Newcom. "The Colorado BMA is a greatly respected organization in the B2B marketing community. Receiving Gold Key awards are a great honor for us."

The Gold Key Awards is recognized as Colorado's most prestigious competition dedicated solely to business-to-business marketing communications. This year's program included 130 entries in 38 categories. AOR, Inc. submitted five entries and took home two awards.

AOR Inc. is an advertising, marketing, and interactive agency hybrid with expertise in integrated B-to-B campaigns encompassing traditional and digital tactics that drive results. AOR Inc. specializes in the high tech industry, and new product and company launches. AOR stands for "Agency Off Record", reflecting the agency's nimble approach to problem solving in a changing B-to-B landscape. AOR Inc. is located at 1345 South Broadway and online at www.thinkaor.com. For more information, call (303) 871-9700.