

Best Integrated Promotional Marketing Campaign 2009



Wiedenbach-Brown Wins its Second Consecutive TED Magazine Best-of-the-Best Marketing Award for 2009

Hawthorne, NY, August 11, 2009 - Wiedenbach-Brown (WB) was awarded The Electrical Distributor (TED) magazine's prestigious Best-of-the-Best Marketing Excellence Award for Best Integrated Promotional Marketing Campaign for their Think Greener™ initiative. The award was presented at the National Association of Electrical Distributors (NAED) annual conference in Chicago.

The Best-of-the-Best Awards represent the finest national marketing efforts in the electrical industry for marketing campaigns occurring in the year 2008. Of the record entries submitted this year, only one distributor was selected to represent the Best Integrated Promotional Marketing Campaign of the electrical industry. This is the second consecutive marketing award that WB has received from TED Magazine.

"The industry recognition received for WB's sustainability awareness campaign is a testament to our team's continuous dedication to educating our clients on energy efficient technologies and providing innovative lighting solutions" said Rodger Cherry, President of Wiedenbach-Brown.

WB has been promoting the use of energy efficient solutions since the early 1980's. "We were thinking green long before the terms 'green' or 'sustainable' were mainstream" said Chris Brown, CEO of Wiedenbach-Brown.

Think Greener™ is a WB initiative developed to build awareness around the impact we have on the environment from a lighting industry perspective. "Our focus was to challenge ourselves, our clients and our partners to think greener" said George Stroumboulis, National Marketing Manager at Wiedenbach-Brown.

The Think Greener™ campaign consisted of a series of promotional media tools aimed at educating and provoking thought surrounding our influence on the environment. These tools included direct postcard mailers, an interactive flash tool, a web environmental ticker, a targeted brochure, industry magazine advertisements and print posters for client brand awareness.

The success of this initiative is a start. "We have taken several steps to think greener, but have a lot more work to do" said Stroumboulis.

Wiedenbach-Brown Co., Inc. is engaged in the distribution of lighting products and related services. For more information, please visit www.WBLight.com or contact info@WBLight.com.



Left: Drew Stevens (2009 Best-of-the-Best Judge) presenting George Stroumboulis of WB with the award.