



For Immediate Release



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Little City Nonprofit Direct Mail Marketing Campaign Recognized as "Best in Show" at 2016 Tempo Awards

CADM Awards program honors Chicago's best multichannel response marketing work and talent

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-Little City was recognized with the Past Presidents' Award at the 2016 Tempo Awards Ceremony in Chicago on July 14. Little City is a nonprofit providing children and adults with autism and other intellectual and developmental disabilities the best options and opportunities to live safely, work productively, explore creatively and learn continuously throughout their lifetime. Their "Little City Senior Special" nonprofit direct mail campaign was awarded Best in Show.



Ten marketing service companies and fifteen advertisers/brands submitted entries in twelve categories. The campaigns launched between October 1, 2014 and December 31, 2015, and were part of marketing programs designed to generate measurable response from a target audience.

"Tempo celebrates and honors the best and brightest marketing work and professionals in Chicago's Multichannel Response Marketing Community" explained CADM President Brad Schwab. "As marketers, we are always working ahead of the trends and often times do not take the time to appreciate our accomplishments and achievements. CADM is proud to help recognize our multichannel response



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RESPONSE MARKETING COMMUNITY

marketing community and their accomplishments."

Twelve experienced response marketers judged the entries. First place winners include:

- **Nonprofit Direct Mail:** Little City - *Senior Special*
- **Direct Mail (less than \$300/M):** CBD Marketing & Illinois Tool Works - *ITW BuildClean Direct Mail*
- **Direct Mail (\$300/M or more):** FCB & Paccar Parts - Kenworth & Peterbilt brands - *The Kenworth and Peterbilt Monthly Flyer Program*
- **Print Collateral, Non-Mail:** FCB & Paccar Parts - Kenworth & Peterbilt Brands - *The Kenworth & Peterbilt Monthly Retail Campaigns*
- **Campaign Microsite:** The Marketing Store & McDonald's Corporation - *McDonald's Minion Mania*
- **Branded Web Sites:** CBD Marketing & AeraMax Professional - *Fellowes AeraMax Professional Website*
- **E-Mail:** FCB & Cox Communications - *Awakening the Unengaged: The Re-Engagement Email Campaign*
- **Online Advertising:** FCB & Cox Communications - *Meta Millennials*
- **Social Media:** OgilvyOne & Kimberly-Clark/Huggies - *Huggies & Pandora Baby Making Station*
- **Loyalty/Frequency Marketing:** FCB & Cox Communications - *Let's Reconnect*
- **Interactive Marketing Campaign:** Epsilon & American Home Shield - *Chances*
- **Integrated Marketing Campaign:** The Marketing Store & McDonald's Corporation - *McDonald's Minion Mania*

A team of past CADM presidents selected Little City as "best in show" from among all of the first place entries. Click [here](#) for a complete list of winners.

In addition, Chicago's Epsilon received the **Jay Gondelman Award for Innovative Achievement in Electronic Direct Marketing** for the *Chances* interactive marketing campaign for American Home Shield.

Planning for the 2017 Tempo Awards will begin in August. Contact Glenda Sharp at info@cadm.org or 312-849-2236 if you would like to participate.

About CADM

As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

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