

2012 MAX Awards finalists selected

Finalists for the 20th Annual Marketing Award For Excellence (MAX Awards) have been selected.

Each year, the Georgia State University J. Mack Robinson College of Business Department of Marketing and Atlanta Business Chronicle recognize outstanding marketing innovations introduced in

Georgia in the previous year. Entries are judged by members of the Georgia State University Marketing RoundTable in terms of the degree of innovation, great marketing and success for 2011 new products, new services and new ways to market.

Brief descriptions of each of the finalists appear below.



Decooda International – Decooda Social Media & Text Analytics Platform:

The Decooda platform automates the data analysis process marketers go through to analyze open-ended verbatim responses to all channels including questionnaire data and social media. In addition to compiling what people are saying, the system also analyzes the context and consumers' emotions.



SEPTEMBER 11 TO VETERANS DAY

The Home Depot Inc. – Celebration of Service Program: This two-month-long cause-related marketing promotion involved employees, consumers, and 200 service projects to improve the homes and lives of thousands of veterans and their families. Consumers contributed through purchases of gift cards and \$9 million was raised to support nonprofits dedicated to serving the needs of veterans.



NanoLumens – NanoLumens Displays: NanoLumens designed and engineered the world's first flexible digital display technology. The large-format digital displays transform retail and public spaces and are available in any size or shape.

Plaid Enterprises – Martha Stewart Crafts Paint Program:

Plaid Enterprises partnered with Michael's Stores to completely revamp Michael's craft paint department. They developed a new, unique line of paints that works on virtually all surfaces, both indoor and outdoor, and created a total branding program using the Martha Stewart brand.

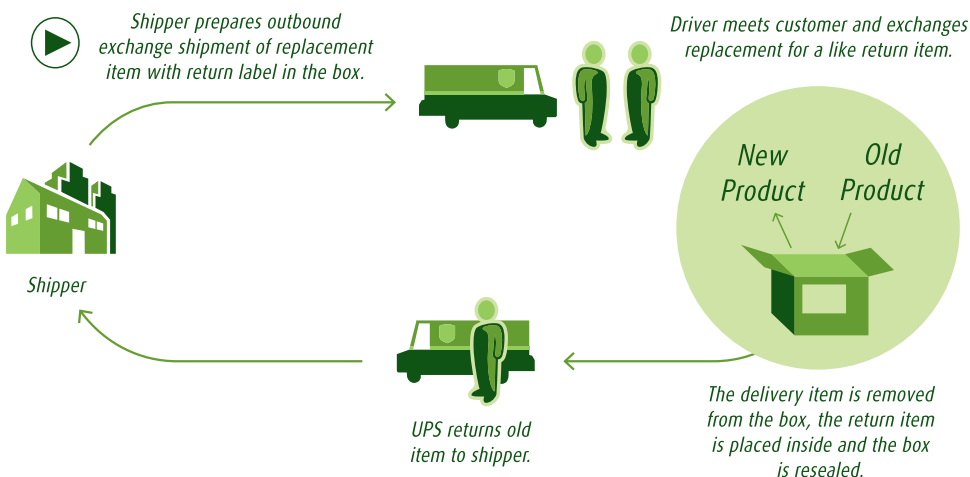


Merial – CERTIFECT flea and tick control:

CERTIFECT is a new potent application to start killing ticks on dogs in six hours with efficacy for a full month. It is the only topical, veterinarian-dispensed product that detaches ticks. Merial leveraged the equity from the sister brand, FRONTLINE PLUS while minimizing cannibalization.

Tile Doctor – Tile Doctor Shield:

Tile Doctor Shield is the first antimicrobial product approved for hard surfaces that is nontoxic with no potential for environmental concerns. Once applied, Shield creates an environment where bacteria, mold, fungi, mildew and algae can't live, reducing the need for using harmful household cleaners on hard surfaces in such places as hospital and hospitality environments.



United Parcel Service – UPS Returns Exchange: This new service streamlines the traditional product returns cycle by allowing a UPS driver to deliver a replacement item and pick up the return on the same visit. The driver assists the consumer to unpack the new item and repack the old item in the delivery packaging for return to the shipper.

Gryphex – Continuum Electronic Offender Monitoring:

This new product uses an innovative electronic monitoring system to help corrections officials move more offenders from incarceration to electronic supervision. It combines GPS and radio frequency (RF) technology to provide a cost-effective way to reduce the prison population of low-risk offenders.



UPS MY CHOICE



WE ♥ LOGISTICS

United Parcel Service – UPS My Choice: My Choice is a new service for consumers receiving shipments at their home. It gives consumers greater control and flexibility over package deliveries, enabling them to use the Internet to reroute packages to their office or neighbor, or to a UPS store, thus avoiding missed deliveries.

Winners will be announced at this year's MAX Awards breakfast on Feb. 24 at 7:30 a.m. at the Georgia Aquarium. All proceeds from the event will go to benefit the Outstanding Minority Marketing Student Scholarship Fund. To learn more or register for the event visit maxawards.com or call (404) 413-7690.