



## **Activate! Recognized with Two Pyramid Awards**

*Achievement marks company's eighth and ninth PPAI awards*

CHARLOTTE, NC—January 24, 2012 – Activate! Promotions + Marketing, a full-service promotional marketing firm specializing in custom products and brand marketing, was recently awarded a Gold and a Bronze award in the 2012 Pyramid Award Competition sponsored by the Promotional Products Association International (PPAI). Tia Walker, the Account Executive who developed the winning promotional campaigns, accepted the awards at the annual awards presentation at the PPAI Expo 2012 in Las Vegas.

“Pyramid Awards are presented to the most creative companies in our industry. To be repeatedly honored by PPAI with these awards is a tribute to the creativity and dedication of our entire team and the great companies that allow us to work for them,” said Fred Parker, CEO of Activate!. “We are proud to accept our eighth and ninth awards from PPAI.”

Activate! received a Gold Pyramid Award in the Health / Wellness Program category after creating an internal campaign for American Home Mortgage Servicing, Inc. (AHMSI) that targeted 1,800 employees in four locations. The main objective was to develop a campaign that motivated 15% of the total employees to successfully complete two key wellness activities within the first year of the company's wellness program.

Activate! launched and implemented a long-term strategy that included six monthly challenges, unique promotional products incorporating the AHMSI health logo and a slogan that proclaimed “It's all about you!”

The program was a huge success as its client met its wellness goal just three months after the campaign launched. After six months of the program, 70% of the company's employees were participating with nearly half of the participants having met the wellness criteria.

Activate! was also presented with a Bronze Pyramid Award in the category of Employee Incentive Programs for its work in developing a Safety Incentive Program for Glazing Saddles, LLC (Krispy Kreme franchise) . The program was designed to motivate its employees to prioritize safety in their work environments.

Using premium award incentives, a variety of award choices and an incentive award web store, employees were enticed to earn more safety points so they could continue to redeem awards or build up their balances for even higher valued merchandise.

The program was a true success with company safety rising, overall insurance claims decreasing and the dollar value of claims decreasing by 91%. Ultimately, the client insurance premiums were reduced by \$40,000.

The Pyramid Awards – Activate!'s eighth and ninth - are presented annually to the distributors who demonstrate excellence in effective use of promotional products in business and institutional marketing. It is considered one of PPAI's most prestigious awards.

### **About Activate!**

Founded in 1995, Activate! is a world-class promotional marketing company specializing in custom products and brand marketing. Activate! has won nine Pyramid Awards from the Promotion Products Association International (PPAI) and has also been honored by the Advertising Specialty Institute (ASI) with best Client Promotion Awards. Activate! has twice been recognized as one of the industries “Top 10” fastest growing

companies in the region, and in 2009, named Activate! to its list of the “Best Places to Work” in the Charlotte area. For four consecutive years (2008, 2009, 2010, 2011), ASI’s Counselor magazine named Activate! as one of the “Best Places to Work” in the promotional products industry.

The Charlotte, NC-based company has offices in Houston and Seattle with marketing coverage in Anchorage, Atlanta, Dallas, Grand Rapids, New York, Raleigh, and San Jose. Warehouse facilities are strategically located

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