

# Infinity Direct

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## INFINITY DIRECT WINS SIX ARC AWARDS FROM THE MIDWEST DIRECT MARKETING ASSOCIATION

### Minneapolis Marketing Agency Recognized for Generating Outstanding Results

MINNEAPOLIS (May 20, 2009) -- Minneapolis-based Infinity Direct, a full-service marketing agency, was recently recognized by the Midwest Direct Marketing Association for outstanding creative work that generated outstanding results.

The annual ARC (Art-Response-Copy) awards are designed to recognize creative solutions to specific marketing challenges using the discipline of direct response marketing.

Infinity Direct was awarded six awards: Courageous Client and Gold B2C Nonprofit Direct Mail for the Advertising Federation of Minnesota; Gold B2C Integrated/Multimedia Campaign for the Minnesota Association of REALTORS®; Silver B2B Direct Mail - Lead Generation for Ecolab 2008 Chairman's Reception and Silent Auction invitation; and Bronze B2C Integrated/Multimedia Campaign for Marketplace Events.

Doing work for the Advertising Federation of Minnesota's annual awards event "The Show" was an honor and a challenge. After all, "The Show" is the who's who for creative output and executions for local Twin Cities advertising agencies. "The Show" Call for Entries needed to be spectacular to impress this group of professional creatives. Conor Lawrence, director of "The Show" 2008, was extremely pleased with

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the result of the entire project. “Infinity Direct was responsible for the creative concept through to the execution of the mailing. The only courage I needed was to trust they knew what they we’re doing. And they did. The results were amazing. We had a record number of entries and attendees.”

The First Time Home Buyer campaign produced for the Minnesota Association of REALTORS® also netted Infinity Direct a Gold Award. The mixed media campaign consisted of a website, a printed guide book, and outdoor and transit advertising. The consistent messaging and eye-catching creative of this integrated program provided results.

Infinity Direct specializes in bridging the gap between traditional advertising and direct marketing, bringing creative and strategy together to provide clients with measurable results. Founded in 1991, the company employs 35 people and is located in Plymouth, Minn. The company can be found on the web at [www.infinitydirect.com](http://www.infinitydirect.com) or by calling 763-559-1111.