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the Ad Campaigns with a Spend of Over \$25,000 category for its "Exactly Right" campaign.

Taija Sparkman • Jul. 24, 2013

WeiserMazars LLP, accounting, tax and advisory services firm, received first place in the Ad Campaigns with a Spend of Over \$25,000 category for its "*Exactly Right*" campaign. The award was presented by the Association for Accounting Marketing at its Marketing Achievement Awards Party, held during the 24th annual AAM Summit in partnership with the AICPA Practitioners Symposium and TECH+ Conference.

WeiserMazars' ad campaign was created by **Posner Advertising** to showcase the firm's values and full accounting, tax and advisory services. Through a series of print, radio, video, PPC, banner and out-of-home advertisements that use a nature backdrop, the campaign emphasized that WeiserMazars' solutions are "exactly right" for each client.

"We are honored that the AAM recognized our "*Exactly Right*" campaign as standing out from our peers with a message that resonates with our established audience and allows us to reach new audiences as well," said Doug Phillips, Managing Partner of WeiserMazars. "Representing WeiserMazars' core values through visual imagery was challenging and we are grateful for Posner Advertising's creativity in helping us bring this message to life."

Submissions for the AAM Marketing Achievement Awards are reviewed by a panel of ten judges, which consists of advertising, consulting, professional services and marketing professionals. Winners are selected from 130 entries from 60 different firms in 20 categories.

“This award reflects the superior teamwork between WeiserMazars and our agency,”

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