



Mazars USA Wins 2017 Print Advertising Campaign Marketing Achievement Award

New York, NY – July 14, 2017 – Mazars USA LLP, a leading accounting, tax and consulting firm, was awarded a Marketing Achievement Award in the Print Advertising Campaign category by the Association for Accounting Marketing. The award marks the second consecutive year that Mazars USA has won a Marketing Achievement Award from AAM, following their Social Media Campaign award in 2016.

“This year the firm underwent a rebrand, and we are extremely proud of our advertising campaign,” said Jennifer Palmer Farrington, Chief Marketing Officer at Mazars USA. “The campaign ‘Who is Mazars,’ centers on a sense of mystery, teases the marketplace with powerful statements about Mazars’ capabilities including how the firm has the knowledge to help companies venture further and achieve their business goals. We specifically targeted C-Suite executives in the mid-market and large corporations to raise brand awareness.”

The campaign includes four creative ads that were put into print, digital, online, radio, elevator and lobby displays to capture the attention of busy executives. It ran for the first six months of 2017, having now shifted to thought-leadership advertising highlighting the firm’s Health Care, Real Estate, Manufacturing and Distribution, and Financial Services Groups as well as its growing Consulting practice.

Experts in the marketing, advertising, and communications professions judged and carefully evaluated ninety-nine different entries. The winning entries were selected for the accomplishment of an exact objective, implementing a strategy for a project, and measureable results.

About Mazars USA

Mazars USA LLP provides insight and specialized skills in accounting, auditing, tax, consulting and advisory services. Since 1921, our dedicated professionals have leveraged technical industry expertise to develop customized solutions for clients, create value, and optimize their performance. As the independent U.S. member firm of Mazars Group, our global reach includes 18,000+ professionals across 79+ countries. At local and global levels, we are proud of our value-added services in building lasting relationships with our clients and communities. For more information, visit us at www.mazarsusa.com.

135 WEST 50TH STREET | NEW YORK, NY 10020
TEL: +1 (212) 812.7000 | FAX : +1 (212) 375.6888 | www.mazarsusa.com

MAZARS USA LLP
MAZARS USA IS AN INDEPENDENT MEMBER FIRM OF MAZARS GROUP.





For more information, contact:

Mazars USA LLP

Beth More, 732-205-2012

Beth.More@Mazarsusa.com

Makovsky

Glori Perez, 212-508-9653

gperez@makovsky.com

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