

Fahlgren Mortine Tapped Twice for PRWeek Awards

COLUMBUS, Ohio (February 20, 2018) – Fahlgren Mortine is excited to announce that an agency-led campaign and an agency associate earned national recognition in the 2018 PRWeek Awards competition. PRWeek, a leading industry publication, annually honors outstanding marketing and communications campaigns, professionals and education programs.

Fahlgren Mortine's Saving Matters campaign with Columbia Gas of Ohio is a finalist in the Best in Data Insight category. Fahlgren Mortine worked with Columbia Gas of Ohio to create an integrated marketing and communications program that motivated more customers than ever before to take advantage of the utility's energy efficiency programs, which helped thousands of customers lower their monthly bills. A real-time analytics dashboard captured data at every stage of the campaign, allowing the team to accelerate or decelerate the campaign accordingly, and make data-informed choices over the course of the year.

Senior Account Executive Lauren English is a finalist in the Outstanding Young Professional category. Lauren develops, implements and measures campaigns for global brands such as Cardinal Health, Scotts Miracle-Gro and the Savannah College of Art and Design. During her time at Fahlgren Mortine, Lauren has secured numerous placements with national media, developed and implemented social media campaigns and coordinated several client events. She interned at Fahlgren Mortine while studying communications at The Ohio State University where she graduated in 2014.

Lauren's nomination follows Fahlgren Mortine's impressive track record in the PRWeek Awards' young professional category. To date, Fahlgren Mortine associates have been honored with three wins and two additional nominations in the category.

"We are honored to be recognized by our peers as finalists in the PRWeek Awards, especially in the Best in Data Insight category as it recognizes our commitment to data-driven results for our clients," says Neil Mortine, Fahlgren Mortine President. "We're also thrilled that PRWeek has confirmed what we already know – Lauren is one of the brightest young professionals in our industry."

The winners of the 2018 PRWeek Awards will be announced at a ceremony on March 15 in New York City.

About Fahlgren Mortine

Fahlgren Mortine, a 2017 Holmes Report Top Place to Work and Bulldog Reporter Agency of the Year, is an integrated marketing and communications agency with 2017 revenue of approximately \$30 million. The agency is headquartered in Columbus, Ohio, with locations in Cleveland and Dayton, Ohio; Charleston, W. Va.; Boise, Idaho; Denver, Colo.; Myrtle Beach, S.C.; Chicago, Miami and New York City. Fahlgren Mortine provides an integrated offering to clients around the world with industry specializations in business-to-business, consumer and retail, education, healthcare, logistics, technology, and tourism/economic development and lifestyle brands. Capabilities include social media, digital services, advertising, public relations, research, branding, media planning/buying, creative and design. For more information, visit www.fahlgrenmortine.com.

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