

FOR IMMEDIATE RELEASE:  
October 31, 2013

Contact: Denise Harris  
Phone: 262-968-9008

### **Harris Marketing Group Receives Excellence Award at BMA Milwaukee's 2013 Bell Awards**

**WALES, Wis.** – Harris Marketing Group, a full-service, multi-disciplinary marketing and communications agency located in Wales, Wis., recently won an Excellence award at this year's BMA Milwaukee Bell Awards Show on April 25, 2013. HMG won the award in the Branding or Rebranding category for the work that they did for Novation Industries, previously WM Plastics, last year.

Serving as southeastern Wisconsin's premier annual marketing awards show, The 2013 Bell Awards Show celebrated the work produced in 2012 by some of the area's top agencies, marketers and vendor partners with winners in 22 categories. Put on by BMA Milwaukee, 26 agencies were honored at the show, receiving Bell or Excellence awards to commemorate their hard work.

Harris Marketing Group took home the Excellence award for their unique rebranding approach in their work with Novation Industries. HMG worked with WM Plastics (original client name) to reengineer their market positioning from a plastic injection molding company to a fully integrated product development company, renaming them Novation Industries. As part of this project, Harris Marketing Group incorporated a new logo, messaging, company website, corporate identity, and new collateral.

While shifting their overall image, HMG was able to expand Novation Industries' target audience from purchasing managers to "C-Level" managers, product developers and marketing executives of consumer, industrial and medical product companies. Coupled with a strategic branding and marketing plan, Novation is quickly becoming a broadly recognized and nationally known company, competing with world-renowned product design firms such as Apple's IDEO.

This distinctive and innovative work allowed Harris Marketing Group to not only compete for, but to win the prestigious Excellence award. The project was headed by HMG owner and creative director, Denise Harris, with the help of her art director Mary, and graphic designer Cheryl. Harris has more than 25 years of experience working in business-to-business, institutional, high-tech and retail/wholesale marketing settings in addition to extensive experience working in commercial furnishings and institutional product marketing.

#### About BMA:

For more than 90 years, the Business Marketing Association (BMA) has been the nation's leading professional resource for business-to-business marketers and communicators. The organization offers services, information, skill enhancement and networking opportunities that help its members grow, develop and succeed throughout their marketing careers. For more information on BMA Milwaukee, visit [www.bma-milwaukee.org](http://www.bma-milwaukee.org).

About Harris Marketing Group:

Located in Wales, Wis., Harris Marketing Group is a full service, multi-disciplinary, woman-owned marketing agency, providing local and national clients with brand development, project planning, execution and follow-up. The company has extensive expertise in business-to-business, institutional, high-tech and retail/wholesale marketing channels, as well as commercial office and institutional product marketing. With more than four decades of combined experience in marketing, business planning and design, Harris Marketing offers clients a comprehensive, one-stop marketing resource. For more information on Harris Marketing Group, visit <http://www.harrismg.com/home.htm>.

# # #

For more information please contact Denise Harris at 262-968-9008.