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MARKETING STRATEGY & IMPLEMENTATION

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## **BERBAY CORP. WINS SILVER IN FIFTH ANNUAL SERVICE INDUSTRY ADVERTISING AWARDS**

*Los Angeles* – Berbay Corp., a marketing consulting firm specializing in working with professional service firms, won the silver in the Fifth Annual Service Industry Advertising Awards (SIAA) for a direct mail campaign for its client McKinley Marketing Partners. SIAA is the only advertising awards program to specifically recognize the advertising and marketing achievements of the service industry.

Berbay's award-winning campaign consisted of an innovative series of four mailers describing McKinley's points of differentiation. Each piece reinforced McKinley's messaging about providing companies with experienced, pre-qualified marketing professionals on an interim or direct hire basis. The design incorporated attention-getting die-cuts. This is the second direct mail campaign Berbay has completed for McKinley, which is headquartered in Alexandria, VA, with offices in New York and Dallas.

"As marketers, we're particular about our own branding, so, when we needed a punchy direct mail campaign, we selected Berbay," said Michelle Boggs, McKinley's President. "They captured the essence of our business brilliantly with the graphics. The result is a series of pieces that clients remember and that we are proud to have convey our message."



*Berbay Corp. is a marketing consulting firm specializing in working with professional service firms: legal, financial services, real estate, and other professional services. The firm is located at 2001 S. Barrington Ave., Suite 305, Los Angeles, California. The phone is 310/914-4200. The fax is 310/914-4201. The firm's website is [www.berbay.com](http://www.berbay.com)*