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Press Releases

The Marcus Group Strikes Gold in NJ Award Competition
 10/21/2009

LITTLE FALLS, N.J. – The Marcus Group, Inc. (TMG) – one of the region's oldest and most honored full-service advertising, public relations and crisis communications agencies – has won three gold awards for an educational video, print placement and logo design in the 35th Annual JASPER Awards competition.

The first award TMG collected was for "Susquehanna – Roseland: An Electric Reliability Project," an informational video used to educate the public about a new electric transmission line coming to northern New Jersey. The video – which received recognition in the "Educational/Promotional Video – 10 to 30 Minutes" category – provided a way to clarify PSE&G's objectives, refute misinformation and help the public understand the need for the project.

"Staying Stalwart through Storms," a feature article that appeared in NJ & Company Magazine, won an award in the "Print Placement" category. The article recounted the story of The Provident Bank's 170 years in the New Jersey business community at a time when positive news – especially about banks – was hard to find. The story showed how New Jersey's oldest bank adhered to its prudent lending principles and did not get caught up in the sub-prime lending hysteria that proved to be the demise of many larger banks.

The final award was for logo development for the Getting to Work Program, offered by The Family Resource Network (formerly The Epilepsy Foundation), to improve career placement service for adults with disabilities. It won in the category of "Logo/Trademark (BW or full color)."

Established in 1974 by the Jersey Shore Public Relations and Advertising Association, the JASPER Awards honor excellence in New Jersey's public relations, marketing, advertising, design and communications industry. This year's ceremony was held October 9, 2009, at the PNC Bank Arts Center in Holmdel, NJ.

More information about The Marcus Group, Inc. is available at www.marcusgroup.com or by calling 973.890.9590.

About The Marcus Group, Inc.
 The Marcus Group, Inc. is a full-service advertising, public relations and crisis communications agency. Founded in 1970, The Marcus Group provides award-winning strategic communication services to a diverse group of commercial and not-for-profit clients.

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