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## **Jones Lang LaSalle recognized for award**

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Jones Lang LaSalle won first prize for its branding campaign in the Society of Marketing Professional Services' (SMPS) 2007 Marketing Communication Awards. Their marketing program, which introduced the Jones Lang LaSalle brand in New England, was recognized in the Promotional Campaign category.

The annual competition recognizes firms for outstanding marketing and communications materials submitted in 18 categories. Awards were announced at the annual SMPS/PSMA National Conference in Washington, DC.

The tag line "Sometimes a change in name makes the world take notice" was underscored with a variety of celebrities who exemplify several key corporate attributes while having experienced a change in name. Campaign deliverables included print advertising, billboards, radio, direct mail, a signature event, internal launch, open house, and sponsorships.

Accepting the award representing Jones Lang LaSalle's Marketing Group was VP Steve Steinberg and assistant VP Tina Snyder. The creative team was also comprised of senior VP Linda Swain, assistant VP Kasia Bytnerowicz, graphics coordinator Bethany Schlegel, and marketing specialist April Gardner. The copywriter was Kenny Rennard.

"We are thrilled to be recognized for the exceptional work of our talented team," said Steinberg.

According to the SMPS program chair Kim Niedzielski, senior marketing manager of HGA Architects Engineers Planning: "The quality of JLL's entry was very high, and their branding campaign competed with numerous entries sophisticated in their use of messaging and graphic design to communicate and differentiate.

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