



MEDIA INQUIRIES

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FOR IMMEDIATE RELEASE

97 DEGREES WEST SHINES AMONG INBOUND MARKETING PROS

Agency earns awards in finance, healthcare and heavy equipment industries

Austin, Texas – Austin-based advertising and inbound marketing agency [97 Degrees West](#) has recently been awarded six honors across multiple awards programs and industries for its work in advertising and inbound marketing.

Among the awards were a Gold Hermes Creative Award in social media and promotional work for [United Heritage Credit Union](#); a Silver Communicator Award among integrated B2C campaigns for [LS Tractor USA](#); and another Silver Communicator Award for website development on behalf of [FirstCare Health Plans](#).

“In a creative market like Austin, it’s not hard to find an agency that can produce a beautiful ad; but that’s not all a company needs,” shared Vera K. Fisher, founder and CEO of 97 Degrees West. “Effective marketing is born from a mix of art, business and technology. Our leadership in these areas of expertise mixed with our human approach – that’s what makes our campaigns successful and effective.”

97 Degrees West boasts a diverse list of clients and expertise in various technical and regulated industries, including energy, financial services, healthcare and manufacturing. To meet the unique needs of these markets, the agency employs inbound marketing strategies tailored to generate high quality leads and convert them into loyal customers.

“To be competitive in high-stakes industries, a company’s brand experience must be excellent from start to finish,” added Fischer. “From the moment a prospect sees an ad online or in a magazine to the moment they sign a contract, every interaction builds a relationship. These awards are proof that, no matter how technical the product, it’s important to always remember we’re working with people.

About the Awards

2016 Hermes Creative Award

Gold – United Heritage Credit Union
Summer Showtime Contest and Giveaway

2016 Communicator Award

Silver – FirstCare Health Plans
Website Design

2016 Communicator Award

Silver – LS Tractor USA
Integrated Campaign, B2C

2016 Communicator Award

Silver – United Heritage Credit Union
Content & Marketing: Branded Social Campaign

2016 CUNA Award

Diamond – United Heritage Credit Union
Social Media

2016 American Business Award

Bronze Stevie – United Heritage Credit Union
Online Marketing Campaign of the Year

2016 International Business Award

Bronze Stevie – United Heritage Credit Union
Online Marketing Campaign of the Year

2016 W3 Award

Silver – United Heritage Credit Union
Social Media / Bill Paying

2016 Davey Award

Silver – United Heritage Credit Union
Content Marketing

About 97 Degrees West

Proudly based in Austin, Texas, [97 Degrees West](#) is an award-winning brand, advertising and marketing agency serving clients across energy, financial services, advertising and marketing agency serving clients across energy, financial services, healthcare and manufacturing/distribution industries. The agency believes in combining a human approach with expertise in marketing technology to build programs that not only generate customers, but also build relationships with brands. 97 Degrees West is a HUB, WBENC and HUBSPOT certified agency.

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