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**March 31, 2008**

***Greater San Francisco Advertising Club Honors Wayfinder Response Marketing with Three ADDY Awards***

*Awards distinguish creative excellence*

(SAN FRANCISCO, CA) – March 31, 2008 – **Wayfinder Response Marketing** has won a Silver ADDY award and two Bronze ADDY awards from the Greater San Francisco Advertising Club for three separate campaigns. Wayfinder won awards for its clients Neopost and Bike-RX.

“It’s always a pleasure to be recognized by our peers, especially in a market so full of creative talent,” said Karl Goin, Creative Director, Wayfinder Response Marketing.

Wayfinder Response Marketing won: Silver in the category of *Poster Single* for the brand Bike-Rx; Bronze for the category of *Direct Mail Single* for the brand Neopost; and Bronze for the category of *Poster Campaign* for the brand Bike-RX.

The ADDYs® are the advertising industry’s largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising.

All work entered in the San Francisco ADDY competition must have first appeared in the media between January 1 and December 31, 2007. Selection of the most creative entry in each category is effected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry.

Wayfinder is a visionary and a leader in branded response, bringing years of measurable results to its clients while building their brands. Wayfinder works with companies and organizations that believe in their brand, value their customers and work diligently to show tangible results. Consequently, Wayfinder’s clients represent a wide range of industries including business-to-business and business-to-consumer.

Wayfinder has a proven process for delivering and tracking results for clients called *The Response Driven Marketing Sequence* (RDMS). The RDMS is used in each aspect of a campaign: creative work, followed by targeted media buys, then testing, and most importantly optimization.

Wayfinder tracks and measures all activity from raw response rates (click through, calls, mail back, etc.) to the financial impact of a campaign (ROI, sales, etc.). Wayfinder then analyzes the results to direct and enhance future campaigns.

**ABOUT WAYFINDER RESPONSE MARKETING**

Wayfinder Response Marketing is a *response marketing* agency that creates measurable

campaign results while building brands. Wayfinder marries direct response principles with brand attributes to create Branded Response. Direct mail, email, billboards, banners and television are only some of the vehicles applied to direct response marketing.

Wayfinder Response Marketing is headquartered in San Francisco, USA. More information about Wayfinder Response can be found at: <http://www.wayfinderresponse.com/>.

## **CONTACT**

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