

NEW YORK, Oct. 1, 2013 /PRNewswire/ -- MRM has been named a top direct agency in 2013 by *Crain's BtoB* magazine. MRM was also recognized earlier in the year as a top interactive agency by the publication. MRM was honored for providing its clients with leading-edge digital, database and relationship marketing expertise. The agency has been awarded Runner-Up honors in the category (*BtoB* does not award top-winner agency to one company in consecutive years). MRM was named both "Top Interactive Agency" and "Direct Agency of the Year" in 2012.

Michael McLaren, MRM President, states, "We are delighted to be recognized once again by such a prestigious trade publication in the BtoB category. This is further evidence of our expertise and deep understanding of the vitally important B to B audience. 2013 continues to be a notable year for MRM. We've been successful at many of the awards competitions around the world, while our client relationships continue to expand as we deliver powerful ideas and concrete results."

No stranger to being recognized by *Crain's BtoB*, in addition to the 2012 wins, MRM was the winner of "Top Interactive Agency" in 2010, and "Direct Agency of the Year" in 2008, 2006 and 2004.

About MRM MRM is a top global digital agency made up of a diverse collection of craftspeople focused on creativity, performance and technology. MRM offers a suite of capabilities including branding, strategy, relationship marketing, design, measurement & analytics, mobile, search, social, loyalty programs, platform & application development, system integration, engagement planning, asset production, & asset distribution. The agency has 31 offices in 22 countries and counts Bristol-Myers Squibb, General Mills, General Motors, Intel, Johnson & Johnson, Kraft, Nestle, U.S. ARMY, Verizon and Wells Fargo among its clients. MRM is a part of McCann Worldgroup, an Interpublic company. For more information, please visit www.mrmworldwide.com

MRM Named A Top Direct Agency of the Year 2013 by Crain's BtoB Magazine

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