



## **Margulies Perruzzi Architects Receives SMPS Boston Awards for Target Market Piece**

*Firm wins prestigious Best in Show Award, chosen among all first place entries*

**BOSTON, Mass. – July 20, 2011** – [Margulies Perruzzi Architects](#), one of Boston's most innovative architectural and interior design firms, today announced that the firm was honored with two awards from the Society for Marketing Professional Services (SMPS) Boston Chapter. Margulies Perruzzi Architects (MPA) achieved a first place honor in the Target Market Category and the Best in Show Award in the 2011 SMPS Recognizing Outstanding Communications (ROC) Awards.

The Target Market category recognizes print or electronic marketing collateral, individual advertisements, or marketing/ad campaigns that seek to target a specific audience. The jury found MPA's target market piece, which was designed to appeal to a specific prospective client, to be "very well done and extremely creative...terrific cover photo," "fantastic approach," and "if I was the CFO, [I] would have certainly returned the call. Great effort." MPA's Best in Show Award was selected by the jury panel from the first place entries in all categories. Barbara Hicks, MPA's Director of Marketing and Media, created the award-winning marketing piece.

"Creativity is the hallmark of design at Margulies Perruzzi Architects, and our marketing staff's creativity and design talent is no exception," said Marc Margulies, AIA, LEED AP, principal at Margulies Perruzzi Architects. "The originality, resourcefulness and attention to detail are evident in this target market piece, and we are thrilled to be recognized with these two awards from SMPS Boston."

"It is extremely gratifying to be honored by a jury of my peers in the SMPS Boston Chapter," said Barbara Hicks, director of marketing and media at Margulies Perruzzi Architects. "The target market piece was the result of extensive research and forethought, and I am proud to have produced such a quality piece on behalf of MPA."

Previously, MPA won second place in the holiday category in the 2008 SMPS ROC Awards, and first place in the alternative media category in 2007.

**About Margulies Perruzzi Architects**

Consistently ranked as one of Boston's top architectural and interior design firms, Margulies Perruzzi Architects creates buildings and corporate interiors for clients who value design. The firm services the corporate, professional services, healthcare, research/lab, and real estate communities with a focus on sustainable design. Clients include Manulife/John Hancock, Nuvera Fuel Cells, Fallon Clinic, Sapiient, Hobbs Brook Management and Forrester Research. For more information, please visit <http://www.mp-architects.com>.

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