



## Margulies & Associates Wins SMPS Boston Marketing Communications Award

*Firm wins first place in alternative media category*



**BOSTON, Mass. – July 30, 2007 –** Margulies & Associates, one of Boston’s most innovative architectural and interior design firms, announced today that it has been awarded first place in the alternative media category at the 2007 SMPS Boston Awards.

SMPS Boston is the local chapter of a national organization, the Society for Marketing Professional Services (SMPS). Margulies & Associates was recognized for the strategy and execution of its gift to clients during the 2006 holiday season: an Apple iPod™ shuffle. The judges described the entry as “definitely different – and personable”, “memorable”, and “creative”.

“We pride ourselves on using cutting-edge technology to create innovative design, while saving time and money for our clients,” said Barbara Hicks, graphic designer at Margulies & Associates. “Every year we challenge ourselves to think of a unique and memorable holiday gift to tell our clients how much we enjoy working with them. Last year, we discovered a creative solution in one of the hottest technology gifts of the season: an iPod™ .”

To add a personal touch – and humor -- to the firm’s holiday gift, the staff sang architecturally-related lyrics set to the tune of the holiday classic “Auld Lang Syne” and recorded the song on each iPod shuffle.

“The feedback from our clients exceeded our expectations,” said Heather Baker, marketing director at Margulies & Associates. “We were thrilled to receive many notes and phone calls from clients who were excited by the gift, touched by the personal thought, and entertained by the audio holiday card.”

**About Margulies & Associates**

Now in its 19th year of operation, Margulies & Associates is a Boston design firm providing architecture and interior design services to the corporate, institutional, and real estate communities. Consistently ranked as one of Boston's top architectural and interior design firms, the firm's corporate clients include Tyco Healthcare, Ken's Foods, The State Room, Partners Healthcare, and Blue Cross Blue Shield of Massachusetts. For more information, please visit [www.margulies.com/](http://www.margulies.com/).

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