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## **IMAGES USA ON THE MOVE - AWARDS AND RECOGNITION AROUND**

### **Founder & CEO Named “Advertising Executive of the Year” Agency Ranked #2 on BE List of Top Advertising Agencies**

**Atlanta, GA, June 23** – IMAGES USA, the largest multi-cultural marketing agency in the Southeast is experiencing record growth and achievements for fiscal year 2011. Currently, the agency is ranked #2 on the BE (Black Enterprise Magazine) list of top African American advertising companies, (previously the firm was ranked # 5). Also, IMAGES CEO Bob McNeil has been named “Advertising Executive of the Year” by Target Market News, one of the leading authorities of the black consumer market with daily updates on news and views in the multi-cultural marketing arena. McNeil founded IMAGES USA in his dormitory room while a student at the Georgia Institute of Technology in Atlanta, Georgia more than 22-years ago.

“I am deeply humbled to receive this recognition from BE and this prestigious award from Target Market News,” said McNeil. “I give credit to the IMAGES family for their loyalty, dedication and exemplary work ethic and professionalism in helping us achieve these outstanding honors. I am sincerely grateful to Ken Smikle and the Target Market team for recognizing the accomplishments of IMAGES USA.”

McNeil joins a growing list of top industry professionals who have been recipients of the MAAX Awards over the past six (6) years. The awards are presented annually to African American professionals in recognition of their contributions, innovations and exceptional performance in the marketing, advertising, media, public relations and consumer research fields.

Recipients are chosen by a selection committee which includes editors, writers and contributors of Target Market News. The criteria for receiving the MAAX awards are based on the longevity of recipients' careers, professional accomplishments and distinguished service within the marketing industry as well as their personal track record of promoting a greater understanding of the growth and sensitivity toward the African American consumer. Along with the “Advertising Executive of the Year” other MAAX awards presented annually include; Marketing, Media, Research and Public Relations Executives of the Year along with the Lifetime Achievement Award.

The 6<sup>th</sup> Annual MAXX Awards ceremony will be held on Monday, August 1, 2011 at the Wyndham Hotel in downtown Chicago.

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## **ABOUT IMAGES USA**

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989 by Robert (Bob) McNeil, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic, Asian and LGBT consumers. The agency's client roster includes, Amtrak, AARP, Brown-Foreman, KFC, Susan G. Komen, Teach for America and Scientific Games. The agency currently ranks No. 4 on Advertising Age's list of Top African American advertising agencies, No. 2 on Black Enterprise Magazine's List of Top African American advertising agencies, No 20 on Top Hispanic advertising agencies, and has won over 100 creative honors. For more information on IMAGES USA, including award-winning work and career opportunities, visit [www.imagesusa.net](http://www.imagesusa.net) or follow our blog on [www.multiculturalmarketing.com](http://www.multiculturalmarketing.com).