

For immediate release
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**Rasor Marketing Communications Named
Cincinnati American Marketing Association Pinnacle Award Winner**

Cincinnati – Rasor Marketing Communications was recently named the 2014 Pinnacle Award winner for Small Business by the Cincinnati American Marketing Association.

The Marketing Pinnacle Awards are a recognition of outstanding strategic planning, creativity, implementation and results in a marketing campaign. Rasor Marketing Communications was recognized for its achievements on behalf of client Mercy Health, for the Gamma Knife marketing campaign.

Rasor Marketing Communications was tapped when The Jewish Hospital – Mercy Health was preparing to install the region’s first Gamma Knife; a sophisticated - yet simple and painless technology - that treats cancerous and non-cancerous tumors of the brain using targeted radiation, with no incisions.

The campaign’s goal was to increase awareness and preference for oncology services, inform stakeholders of the new technology and treat 150 patients within the first year of operation.

Rasor implemented a full-spectrum marketing and communications campaign that included market analysis and strategy development, as well as tactical execution of a press conference, internal events, physician communications and outdoor advertising.

The nomination noted, “At the conclusion of the campaign, all objectives had been met, resulting in life-extending treatment being delivered to 125 patients in the first nine months of Gamma Knife’s installation.”

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About Rasor Marketing Communications

Rasor Marketing Communications is a thoughtful, creative agency specializing in marketing, public relations, communications, social media, writing and research. Founded in 2005 and headquartered in Cincinnati, Rasor is an award-winning Small Business Enterprise (SBE), Women’s Business Enterprise (WBE) and EDGE certified organization. Their clients include Cintas, Christ Hospital, Montgomery Inn, the Eastern Corridor Program of Projects, City of Mason, AtriCure and the Cincinnati USA Regional Tourism Network. Learn more about Rasor Marketing Communications at www.rasormarketing.com.