

FOR IMMEDIATE RELEASE:



Contact:
Mary Shank Rockman
Principal/CEO
MSR Communications
415-989-9000
pr@msrcommunications.com

MSR COMMUNICATIONS WINS FOUR PRESTIGIOUS BULLDOG AWARDS

San Francisco-Based Boutique Firm Recognized for Excellence in Public Relations and Social Media Campaigns

SAN FRANCISCO, CA – March 29, 2011—MSR Communications®

(www.mscommunications.com), a public relations firm specializing in providing communications management services to technology, B2B and consumer lifestyle companies, has received four highly esteemed *Bulldog Awards* for its exceptional public relations and social media campaigns conducted for clients Dictionary.com and AVG Technologies. MSR Communications was presented with a Silver Award and a Bronze Award for the ‘*Best Company Positioning and Branding*’ and ‘*Best Technology Campaign*’ for its media relations campaign executed on behalf of Dictionary.com. MSR also secured a Bronze Award for the ‘*Best Use of Social Media Tools*’ and an Honorable Mention for the ‘*Best Technology Campaign*’ for its integrated social media campaign executed on behalf of AVG Technologies.

“The *Bulldog Awards* are among the most distinguished awards in the marketing communications industry,” said Mary Shank Rockman, Principal and CEO of MSR Communications. “Being presented with four such awards demonstrates MSR’s ability to develop highly creative and effective campaigns that seamlessly integrate social with traditional media relations and result in a significant impact on our clients’ brands.”

MSR Communications’ media relations campaign for Dictionary.com solidified the company as the most trusted source for ‘word discovery’ – a phrase coined by MSR to represent the transition from reference source to content provider – anytime, anywhere both online and in mobile and wireless environments. The goal was to elevate Dictionary.com as a leader in the

mobile industry; drive user awareness and downloads; and establish the company as a valuable content partner for device makers; application developers and advertisers.

“MSR Communications developed and executed a strategy that leveraged Dictionary.com’s successes, vision and content to evolve perception of the brand from a reference source into an immersive destination for word learning tailored to individual’s everyday personalities and preferences,” said Lisa Sullivan-Cross, Vice President of Marketing and Business Development for Dictionary.com. “MSR’s work has played a key role in the rapid and constant growth that Dictionary.com has experienced over the past year.”

The *Bulldog Awards* also recognized the impactful social media campaign that MSR executed for AVG’s eye-opening ‘Digital Birth’ survey, which showcased how children are often given online identities before they are even born. To drive both on-and-offline conversations about the survey results, MSR targeted mommy, parenting, child safety and consumer news blogs as well as hosted a round- table event where influential bloggers met with AVG executives to discuss concerns related to online safety for children.

“MSR Communications’ social media efforts played a critical role in making AVG’s ‘Digital Birth’ awareness campaign the most creative and successful news-driving initiative in the company’s history,” said James Hart, Senior Vice President of Marketing for AVG Technologies. “By combining a real-world blogger event with wide-reaching influencer relations activities via blogs, Twitter, Facebook and Flickr, MSR was able to ignite discussions around the globe about relevant online safety issues that reached millions of consumers and opinion leaders.”

Winners of the 2011 *Bulldog Awards* for Excellence in Media and Public Relations Campaigns enter a pantheon of exemplary practitioners. Winners were chosen from hundreds and hundreds of entries representing the very best strategic and tactical prowess that PR and corporate communications has to offer. Campaigns were judged by dozens of working journalists, who assessed them on the basis of their ability to achieve extraordinary visibility and influence opinion, as well as on their creativity, command of media and technology, and tenacity. Winning entries will be covered in the 2011 *Bulldog Awards* “Hall of Fame” magazine.

Press Release Tweet

@MSR_PR Wins Four @BulldogReporter Awards for Media Relations and Social Media Campaigns for clients @AVGFree and @Dictionarycom

About MSR Communications

MSR Communications is an independent public relations firm that offers award-winning creative intelligence and superior communications management services to technology, B2B and consumer lifestyle companies. The firm has practice areas in media and analyst relations; social media and digital marketing communications; speaker placement programs; corporate positioning and messaging, and crises/reputation management. Based in San Francisco, CA, MSR was named one of the 2008 Top 5 Small PR Firms in the nation. For more information, visit www.mscommunications.com, www.twitter.com/MSR_PR, www.facebook.com/msrcommunications or call (415) 989-9000.

###