

Blu PHARMACEUTICALS

Blu Pharmaceuticals Receives a Markie Award

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BOWLING GREEN, KY- The local Chapter of the Professional Marketing Association recognized Blu Pharmaceuticals with a 2007 PMA Markie Award in the category of “Best Direct Mail Piece 3-4 Color.”

The direct mail piece was a postcard used to announce Blu’s implementation of their electronic pedigrees (epedigrees). A pharmaceutical pedigree in paper form requires a great deal of paper, while the electronic version does not. The postcard pictured a woman hugging a tree with the caption, “We save trees using epedigrees.”

This was the first year for Blu to submit entries to the competition and we were thrilled with the recognition, said Debbie McCullum, Director of Sales & Marketing for Blu Pharmaceuticals.

The award was presented during PMA’s annual Markie Awards Ceremony on November 20, 2007 at the Sloan Convention Center. Awards were presented in ten categories for both profit and non-profit organizations. Entries were judged by Lovell Communications, a Nashville-based public relations and marketing agency.