



Nereus Wins Three Industry Awards at 2009 PRSA Spotlight Awards

Integrated marketing communications agency recognized for creative tactics and integrated programs

BEAVERTON, OR, November 4, 2009—[Nereus](#), an integrated marketing communications agency, was recognized with three industry awards presented by the Portland Metro Chapter of Public Relations Society of America (PRSA) at a reception held November 4, 2009. The agency, based in Beaverton, Ore., won a prestigious [Spotlight Award](#) along with two Awards of Merit for its public relations campaigns and communication initiatives.

A Spotlight Award winner in the creative tactic category, Nereus was recognized for its work on the [Virtualization Management Initiative \(VMAN\)](#) with client [Distributed Management Task Force \(DMTF\)](#). The campaign aimed to bring awareness to DMTF's new initiative during the industry tradeshow, VMworld. To accomplish this goal, Nereus uniquely branded VMAN to differentiate it from other DMTF technologies and initiatives. Nereus derived a tactic that played on the "VMAN" acronym for the initiative to create a superhero mascot, "[V-Man](#)" that personified the technology.

Two other Nereus projects were selected as [2009 Award of Merit](#) recipients during the recognition ceremony. Again, recognized for work with client DMTF, Nereus received an industry nod in the media/blogger relations tactic category for its introduction of a cloud computing task force into the marketplace. In just over three weeks, Nereus educated itself on the cloud computing market and developed and executed a PR plan that garnered 38 unique article placements in top industry publications.

In the public relations campaign category marketing business to business, Nereus was recognized for its public launch of the [Wireless Gigabit Alliance](#) (WiGig Alliance). Nereus successfully positioned WiGig Alliance as the leading technology for hi-speed wireless communications in the industry, garnering 77 unique article placements and 159 total published articles.

The Public Relations Society of America (PRSA) is a national organization focused on professional development and networking for PR professionals. Spotlight and Merit Awards are bestowed annually upon public relations professionals by their peers to recognize exceptional PR efforts in the local [Portland PRSA Chapter](#).

Nereus provides a full spectrum of integrated marketing communications and public relations services in a variety of markets. To find out how you can benefit from the award-winning service Nereus has to offer, call +1-503-619-0656.

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