

Marketing Firm Races to Win with TourofMissouri.com

The Rocket Group wins Addy Gold and Best of Web Awards

The recent Mid-Missouri Advertising Federation (MMAF) Awards proved successful for the Jefferson City-based business and political marketing firm, The Rocket Group. The company was awarded the two highest accolades for web design, taking home both the Best of Interactive ADDY Award for Web Interactive Excellence and the Gold ADDY Award for Best of Business to Consumer Website during the recent annual 2007 ADDY Awards gala.

“We’re very proud of the work we did in 2007 for the Tour Of Missouri especially because of its originality and usability. That work must have impressed our advertising peers across Mid-Missouri as well,” said President/Owner, Gus Wagner. “We look forward to defending our title with the creative work we have in house for clients in 2008.”

The MMAF, a chapter of the American Advertising Federation, is responsible for choosing the year’s best in advertising and marketing media. The ADDY Awards are the first in a three-tiered competition, followed by a regional and a national competition. The competition is designed to encourage leadership and creative excellence in the field.

The Rocket Group’s winning website for the TourOfMissouri.com, a statewide professional bicycle race that attracted international participation and interest, was the cornerstone to the Tour’s marketing campaign. Visits to the site rose to more than 234,000 during the peak days of the event.

The Rocket Group is a marketing services firm that specializes in awesome, original, and affordable marketing tools for private businesses and Republican candidates for office. Current clients include First Bank, Sen. Mike Gibbons for Attorney General, Brock Olivo for Congress, and the Missouri Health Care Association.

The Rocket Group’s website is RocketGroupLLC.com., the winning website can be viewed at TOM07.RocketGroupLLC.com.

