



THE DISCOVERY COMMUNICATIONS GROUP COMPLETES A SUCCESSFUL FULLY INTEGRATED MARKETING CAMPAIGN FOR ENTERPRISE BANK

The Enterprise Bank 2010 Celebration of Excellence was held on May 5, at the Lowell Memorial Auditorium. The event was promoted by a fully integrated marketing initiative spearheaded by The Discovery Communications Group over the last ten months. Strategy development and implementation, social media marketing, web design, creation of the invitations, promotional materials and collateral, and the design of the program book were just a few of the many pieces set in motion to market the overwhelmingly successful event.

"I am very pleased with the multi levels of marketing we integrated into this year's campaign. In addition to running the marketing campaign for the 2010 event, we also ran it in 2008. The campaign changed from paper based to Internet based, which drastically increased the number of nominations," said George Wallace, President of The Discovery Communications Group. "The number of nominations also increased due to the implementation of the social media strategy, using Facebook, Twitter, and blog posts, to drive traffic to the website and increase awareness of the Celebration of Excellence throughout the community."

About Enterprise Bank's Celebration of Excellence:

Enterprise Bank's Celebration of Excellence brings together the "best of the best" local businesses, non-profit organizations, and community leaders. It is an evening filled with stories of hard work and sometimes hard won accomplishments, of exemplifying the "can do attitude," and stories of personal perseverance and determination.

About The Discovery Communications Group:

The Discovery Communications Group is a full-service Marketing, Web & Graphic Design, and Advertising agency serving small and medium-sized businesses throughout Massachusetts and New Hampshire. For more information, please visit our website at www.discoverycomm.com.