

Meijer Advertisements Earn ADDY Awards

Retailer's 2018 ad campaigns lauded by West Michigan's advertising community

GRAND RAPIDS, Mich. – Meijer announced today that its marketing team won four awards at the American Advertising Federation (AAF) of West Michigan's annual ADDY® Awards ceremony.

The retailer's in-house creative team in collaboration with its agency, The Distillery Project, earned accolades for the execution of various 2018 creative advertising campaigns. Awards include:

- Gold, Social Media Single Execution (social video): Do You Hear What I Hear?
- Silver, Social Media Campaign (social videos): LPGA
- Bronze, Social Media Campaign (social videos): Local Makers
- Bronze, Art Direction (TV commercial): Lily

"Each year, our team continues to deliver outstanding work that engages and inspires our customers, and 2018 was no exception," said Michael Ross, Vice President of Marketing for Meijer. "It's a testament to their talent, collaboration and hard work to be recognized by our industry colleagues."

These awards represent the industry's largest and most representative competition. Each local chapter receives more than 40,000 entries each year.

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates more than 240 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the "one-stop shopping" concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

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