

Meredith Xcelerated Marketing Wins Two FOLIO: Eddie & Ozzie Awards

Leading Content-Powered Digital Agency Honored for Work with Clients WebMD and HouseLogic

NEW YORK, Nov. 3, 2017 /PRNewswire/ -- Meredith Xcelerated Marketing (MXM) has been honored with two awards at the 2017 FOLIO: Digital Awards for its work with clients WebMD and HouseLogic. A division of Meredith Corporation (NYSE:MDP; www.meredith.com), MXM was recognized for its work with clients WebMD and HouseLogic.

WebMD Magazine was awarded the FOLIO: Ozzie award in the "Consumer – Feature Design" category. The award was for a feature on celebrity chef Curtis Stone in the March/April 2017 issue, which was MXM's debut project with WebMD after being named agency of record for WebMD Magazine in November of 2016. WebMD Magazine, a patient-directed publication, is distributed eight times a year to physician waiting rooms nationwide and is the #1 magazine read at point of care (GFK MRI Spring 2017).

MXM's work with HouseLogic won the FOLIO: Eddie award for "Overall Use of Social Media." MXM is responsible for developing and executing HouseLogic's Facebook strategy. HouseLogic is the comprehensive website for homeowners from the National Association of REALTORS®. HouseLogic's mission is to help homeowners get the most value and enjoyment from what is likely their most cherished asset – their home. MXM has been agency of record for HouseLogic since 2013.

In addition to the wins, MXM was also awarded the following honorable mentions:

- **FOLIO: Ozzie: Consumer — Use of Photography** for the Berry Wonderful feature in WebMD Magazine's July/August 2017 issue.
- **FOLIO: Ozzie — Use of Typography** for WebMD Magazine's June 2017 issue featuring Kevin Hart cover story.
- **FOLIO: Eddie: Consumer — Overall Use of Social Media** for HouseLogic's Social Media.

About Meredith Xcelerated Marketing

Meredith Xcelerated Marketing (MXM) is an award-winning, content-powered digital agency with unmatched digital expertise across all channels. We provide fully integrated marketing solutions for some of the world's top brands, including Benjamin Moore, Kraft Heinz, Allergan, TGIFridays and NBC Universal. Through its rich 48-year history, MXM has established itself as the dominant force in custom content and customer relationship marketing platforms. A pioneer in this hyper-connected world, MXM pairs insightful strategy and trailblazing-creative with world-class technical development and expert analytics to connect with consumers at every stage of their journey. MXM employs more than 500 people globally and is a part of Meredith Corporation (NYSE: MDP; www.meredith.com), a publicly owned media and marketing company. Visit www.mxm.com for more information.

SOURCE Meredith Xcelerated Marketing (MXM)

For further information: Mark Pasetky, Mark Allen & Company, 212-243.8543, mark@markallenco.com

<https://dotdashmeredith.mediaroom.com/2017-11-03-Meredith-Xcelerated-Marketing-Wins-Two-FOLIO-Eddie-Ozzie-Awards>