



**FOR IMMEDIATE RELEASE**

November 14, 2012

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**DEFENDER Direct receives national recognition for new marketing and communications tactics**

INDIANAPOLIS—[DEFENDER Direct](#) is pleased to announce that it recently received a series of MarCom Awards for the 2012 international competition that recognizes outstanding creative achievement by marketing and communication professionals.

DEFENDER Direct is the leading dealer of home security and digital communication brands including [ADT](#) and [DISH Network](#), and its own home heating, cooling and plumbing brands True Energy Smart Air and Williams Comfort Air.

The company received two awards for its video/film submissions and four for its marketing submissions:

Video/Film:

- **Platinum Award** in the Internal Communication category for the Gladys Blair Story
- **Gold Award** in the Training category for the This is Football training series

Marketing:

- **Platinum Award** in the Marketing Materials category for the 2012 Convention Campaign: Turning Up the Heat
- **Gold Award** in the Brochure/Recruitment category for the Intern Brochure: Sparking Influence
- **Gold Award** in the Design (Print)/Direct Mail category for the Direct Mail: Gnome Insert
- **Gold Award** in the Design (Print)/Direct Mail category for the Direct Mail: Flamingo Insert

There were more than 6,000 entries in the competition. Platinum winners were recognized for their excellence in terms of quality, creativity and resourcefulness. Gold winners were recognized for exceeding the high standards of the industry norm. Only about 18 percent of entries won each of these awards.

“We are extremely honored that MarCom has recognized the strength of our work and talent of our team members,” said Maura Kautsky, chief marketing officer for DEFENDER Direct. “We’re proud of the work we have done and the work we continue to do each day. Being recognized by our peers validates our strategic efforts.”

The MarCom Awards are an international competition for marketing and communications professionals involved in the concept, writing and design of marketing and communications programs and print, visual and audio materials. The Awards are administered and judged by the Association of Marketing and Communication Professionals, an organization consisting of several thousand creative professionals. Its mission is to honor excellence and recognize the creativity and hard work of marketing and communication professionals.

For more information on DEFENDER Direct, please visit [www.defenderdirect.com](http://www.defenderdirect.com).

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**About DEFENDER Direct**

Since its inception in 1998, DEFENDER Direct has emerged as a leading dealer for a prestigious portfolio of home security and digital communication brands including [ADT](#) and [DISH Network](#). As a result of its unprecedented growth the company has expanded its residential services offering to include [True Energy Smart Air](#), an HVAC company offering Carrier products, and [Williams Comfort Air](#), specializing in the sales, installation and servicing of heating, cooling and plumbing systems throughout Central Indiana. DEFENDER Direct employs more than 2,000 individuals in 50 states with over 140 branch offices nationwide.