

FOR IMMEDIATE RELEASE

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## **BERGANKDV RECRUITMENT CAMPAIGN EARNS NATIONAL MARKETING AWARD**

The 2018 BerganKDV recruitment campaign received the Association for Accounting Marketing's Marketing Achievement Award (AAM-MAA) in the Marketing and PR Campaigns category. Twenty-three award recipients were announced at the AAM-MAA's Gala that took place during the Association's 2019 Summit, held in partnership with the AICPA ENGAGE conference in Las Vegas from June 11-13.

Expert category judges, including professionals in marketing, advertising, communications and professional services, reviewed and judged more than 100 entries. Winning entries were recognized for the accomplishment of a specific goal or objective, demonstration of approaching a project strategically, creative execution and measurable results.

"This year's campaign focused on driving the idea that your dreams, regardless of what they are, can start at BerganKDV and featured our CEO, Dave Hinnenkamp, who was the firm's first intern," said Brittani Von Roden, Director of Marketing, "The campaign was a great mix of collateral, blogs from Dave, social media posts and live events with opportunities to meet Dave and others in the firm. The end result was just what we were looking for – students who were engaged and wanting to learn more about our firm's contagious culture."

The AAM-MAA award categories were: advertising, branding, business development initiative, collateral and content marketing, events, marketing and PR campaigns, video and multimedia, and website.

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**About BerganKDV:** BerganKDV is a leading professional services firm with a contagious culture; where growth is fostered and making a difference means something. Our values drive our decisions, and our passion is empowering people and creating a wow experience for our clients.

Powered by people who do business the Midwest way, BerganKDV delivers comprehensive business, financial and technology solutions including business planning and consulting, tax, assurance and accounting, technology, workforce management, wealth management and turnaround management services.

