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RE:INVENTION, inc. Recognized As 2013 iMedia Agency Awards Finalist

San Diego and Chicago Innovation Firm Honored in Two Award Finalist Categories Alongside Industry Giants

San Diego, Calif. and Chicago, Ill. — October 22, 2013 — RE:INVENTION, a boutique market intelligence and innovation consulting firm, has been selected as a 2013 iMedia Agency Awards finalist in two categories: *Best Agency for Performance Marketing* and *Best Agency for Video*.

The iMedia Agency Awards recognize future-forward agencies and campaigns. The award advisory board includes executives from Kellogg's, Sony, Google/YouTube, Turner Broadcasting, and 20th Century Fox. The board was responsible for culling down nominees into finalists based on the criteria of depth of work and innovative execution. Winners will be announced at the December 10 iMedia Agency Summit in Scottsdale, Arizona.

"Our boutique innovation consulting firm is excited to be a finalist in two 2013 iMedia Agency Awards categories alongside industry giants," said Kirsten Osolind, President and Founder of RE:INVENTION. "We're even more pleased that our Clients are [achieving measurable results](#). RE:INVENTION is committed to helping companies invent and launch new products, reinvent underperforming business operations, and create a culture of transformation."

"This year's finalists set the standard for cutting-edge creativity and media excellence," said Marti Funk, SVP, iMedia Communications, Inc. "We're seeing a fundamental shift in the ways brands are interacting with their customers. These finalists understand and embrace that changing dynamic."

For more information about the awards, to see the complete list of finalists, or to vote for RE:INVENTION, visit: <http://www.imediaconnection.com/awards/agencyawards2013.aspx>

About RE:INVENTION, inc.

For over a decade, RE:INVENTION (www.reinventioninc.com), a market intelligence and innovation consulting firm, has jump-started growth and created a culture of transformation for over 60 clients, from Fortune 500 leaders to midsize ventures and Inc. 500 startups. Using their Everyday Inventive Diagnostic Test™, 12 C's of Commercialization Guide™ and Interactive Business Blueprinting Matrix™, RE:INVENTION has helped companies invent and launch over 40 new products and ventures and reinvent underperforming brands and business operations.

About iMEDIA COMMUNICATIONS, inc.

iMedia Communications, Inc. is the leading event and media company for senior digital marketing, media, and advertising leaders. The iMedia event portfolio includes the iMedia Agency Summit, iMedia Brand Summit, and more. For more information see: <http://www.imediaconnection.com/summits>.

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