



## CONTACTS

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## **JROCKET MARKETING IS FINALIST IN 11<sup>TH</sup> ANNUAL CREATIVE MEDIA AWARDS**

**“Einstein Campaign” Created for SYSPRO U.S. is the only B2B Finalist Among Consumer-Facing Giants**

**NEW YORK (Jan. 26, 2015)** – [JRocket Marketing](#), a provider of strategic marketing and analyst relations services for enterprise technology vendors, announced today that the company was recently named a finalist in MediaPost’s 11<sup>th</sup> Annual Creative Media Awards 2014 competition. JRocket Marketing was recognized for its creation of the “Einstein” campaign created for client [SYSPRO U.S.](#), a leading provider of enterprise resource planning (ERP) solutions for manufacturers and distributors. Awards and trophies were distributed at the Yale Club in New York City on Jan. 21, 2015.

The 17-category contest is held each year by MediaPost to recognize exceptional work attached to the buying, planning and/or strategy processes of marketing/media campaigns. Three finalists were named in each category, and JRocket Marketing was named in the “Creative” category. Other finalists in the Creative category were global ad agency giants Starcom MediaVest Group (900 employees, and representing Dunkin Donuts) and Hill Holiday (8,000 employees, and representing Mead Johnson’s Enfagrow). JRocket Marketing has fewer than five employees and is led by Judith Rothrock, who is the recipient of more than a dozen marketing/communications awards for enterprise software businesses throughout the world. JRocket Marketing was the only business-to-business (B2B) campaign recognized as a finalist.

“Judith is known in the enterprise technology world for identifying the unique differentiating quality within an application software solution and developing memorable positioning for it and her clients,” said Brian Sommer, President and Founder of TechVentive and a technology industry expert. “The analyst community comes to her events twice each year to get the news and strategies that she has packaged creatively for her clients. SYSPRO’s Einstein campaign, which has been successfully leveraged for multiple years, helps reinforce the company’s brand values in a crowded market of much larger competitors.”

SYSPRO, who was co-named with JRocket Marketing as a finalist, had these comments: “We have found JRocket Marketing’s work to be generally better in quality than the creative positioning campaigns you see from agencies supporting multi-billion-dollar competitors in the ERP market,” said Joey Benadretti, President of SYSPRO U.S. “Judith knows how to package news and capabilities to build market differentiation and make her clients stand out and gain great influencer coverage. It’s not a surprise to us that the Einstein campaign is a finalist against the campaigns of companies 1,000 or more times JRocket’s size.”

JRocket Marketing is reinforcing that highly effective and award winning work has less to do with massive agency size and client spend, than it does with the quality and experience of those actually working for the client. “We frequently come into organizations that have already invested hundreds of thousands – even millions - with the big marketing and strategy firms and are not satisfied,” said Judith Rothrock, founder of JRocket Marketing. “I discover the unique advantages of my clients and detail a strategy in 30 days, produce a full year go-to-market plan in the next 30 days, train or hire staff in the next 30, and pivot their entire marketing program in less than a single quarter. JRocket Marketing has done this cycle repeatedly throughout 14 years in business, and we guarantee measurable results.”

JRocket Marketing is based in Delray Beach, FL, and can be reached at (561) 265-5772. Further information on the company is available @ [www.jrocketmarketing.com](http://www.jrocketmarketing.com).

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