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Henry+Horne wins Marketing Achievement Award for internal communications campaign



Tempe—May 5, 2022— Henry+Horne won the Marketing Achievement Award presented by the Association for Accounting Marketing (AAM) for best internal communications marketing and PR campaigns.

AAM handed out 23 awards to accounting firm marketers at its annual conference in Louisville, KY this week, with categories including branding, marketing and PR campaigns, DEI and more. The submissions are judged by an independent panel of marketing, advertising and communications professionals.

The Marketing Department's winning submission was the Feeling SALTy internal communications campaign which promoted the State and Local Taxes (SALT) niche to Firm employees with the goal of growing SALT business. The campaign included monthly videos, an internal intranet page, lunch + learn events, updated marketing collateral and website page, periodic blog posts for the website, and occasional articles in the monthly firm newsletter. The judges commented on the creativity of the campaign, noting the use of products already in place made an effective return on investment and the variety of communication avenues made it a great strategy.

This was Henry+Horne's tenth Marketing Achievement Award.

ABOUT HENRY+HORNE

Henry+Horne is a Top 200 nationally ranked by Inside Public Accounting locally owned CPA firm in Arizona, specializing in audit + accounting, tax consulting + compliance, litigation + valuation, estate, gift + trust, international and wealth management services. We have been providing professional services to closely held businesses and high net worth individuals throughout the United States and internationally since 1957. Our 150 team members serve clients from three Arizona locations: Tempe, Scottsdale and Casa Grande.

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