

Integrative Logic Earns 2010 AMY Award from Atlanta Chapter of the American Marketing Association for Work with Galderma Laboratories

Direct-to-consumer Web site Differin.com wins "Web & Interactive Marketing – Web site generating awareness/leads" category.

ATLANTA, Ga., May 4 (SEND2PRESS NEWSWIRE) – Integrative Logic, a leading full-service, integrated database marketing provider, earned a 2010 Atlanta Marketer of the Year (AMY) Award from the Atlanta Chapter of the American Marketing Association for Differin.com.

The 2010 AMY Awards are open to corporate and agency marketing professionals in Georgia. Entries are scored according to the following criteria:

- How well did the program deliver measurable business results?
- Did the program successfully execute marketing best practices?
- Was the program based on sound business and marketing strategy?

The primary target for the Web site is U.S. teens with acne. A secondary target is parents (mostly moms) of U.S. teens with acne (i.e.: adult "influencers"). A tertiary target audience is other U.S. adults with acne.

The content-rich site features many acne education opportunities. Also featured prominently on every page are four buttons: "Free Trial" (rebate), "The Scoop," "Test Your Acne IQ" and "Get Personal" (registration for eCRM program) – all geared to educate visitors on acne as a medical condition and the importance of physician treatment.

Visitors may also register for Galderma's "Take Charge" newsletter (eCRM) program, which provides valuable acne treatment tips as well as product offers from Differin.

About Integrative Logic:

Integrative Logic is a direct-to-consumer marketing company serving clients in the United States, Canada, Europe, Mexico and the Caribbean. Ranked by Inc. magazine as one of the top 1200 fastest growing private companies in America, Integrative Logic is a leader in delivering highly effective, trackable, digital marketing solutions for companies across a range of verticals.

Clients include Galderma Laboratories, Marriott® and Renaissance® Caribbean & Mexico Resorts, Alabama Policy Institute, Kohl's, Stein Mart, Charming Shoppes and BioLab.

For more information visit www.integrativelogic.com.

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