

Ryan Group/IBI Data Wins Gold at the PPAI Pyramid Awards

It's been said that the music industry has the Grammy awards. The movies have the Oscars. And the promotional product industry has the PPAI Pyramid awards.



Winners in the pyramid award competition are recognized for effective use of promotional products in business and marketing programs. Each year hundreds of entrants compete for this prestigious recognition.

The Ryan Group/IBI Data was honored with a Golden Pyramid Award for best promotion in the business to business category for developing and executing the General Mills Colombo Brand food service promotion.

The Ryan Group/IBI Data is a database marketing company focused on delivering a comprehensive set of sales and marketing services to their industry clients. General Mills is just one of nearly 40 blue chip clients they service.