

# Ford and Uniworldgroup, Inc. selected for Best Barbershop Promotion

## NEWS RELEASE

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**Atlanta-** Barbershop Digest Magazine released its “Best of 2008” list, a selection of products, services and businesses that were recognized for their excellence in the previous year. “We came across several people and organizations that we feel added to the barbershop experience as well as cultivating the culture that embodies barbershops,” said Barbershop Digest Creative Director Travis Hudgons. “It’s important that we recognize these efforts.”

Ford and Uniworld Group, Inc. were selected as the **Best Barbershop Promotion** in Atlanta for 2008. “Finally, someone gets it. The best way to reach Black men is through the barbershops,” said Hudgons. “We’ve recognized Ford and Uniworld for their ability to connect with a core urban audience.” Ford and Uniworld conducted a barbershop competition where Atlanta shops competed for the title of best barbershop.

“This recognition should serve as a reminder to the members of this organization that all of their hard work and dedication last year did not go unnoticed” said Hudgons. “There are several organizations doing the same thing, but this group is doing it exceptionally well. **Sterling Armstrong** and his team did not simply set up a promotion. They were in the shops and in the streets doing what it takes to reach consumers.”

UniWorld Group is doing its part for world unity -- bringing together consumers and the products they think they want. The largest African-American-owned ad firm in the US, UniWorld is a full-service agency that has helped such clients as AT&T, Burger King, Ford Motor Company, and The Home Depot reach minority consumers. The agency targets the urban market which it equates with America's trendsetters of the global pop culture. Services include advertising, promotions, event marketing, public relations, and direct marketing.

Barbershop Digest magazine is a publication reaching 80,000 readers in the metro Atlanta area. The publication is circulated to more than 500 barbershops.

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