



Tombow Wins First Place For “Best Use of Instagram” In The 2017 PR Daily’s Digital PR & Social Media Awards

A small crafts organization partners with social influencers to generate both B2B and B2C sales spikes.

ATLANTA – June, 2017 – Tombow announced today that it has been named a winner for Best Use of Instagram in the 6th annual PR Daily Awards. The PR Daily Awards is presented by the leading experts in organizational communications, and is the top international award recognizing excellence in digital PR and Social Media communications. The panel of judges, which nominates and selects the PR Daily Award winners, is comprised of leading industry experts, including the editorial staff of Ragan.com, PR Daily, HR Communication and Health Care Communications News.

Fine art and craft organization, Tombow, excelled in its category, innovatively using partnerships in the art and crafting community to lead to an impressive increase in Instagram followers. According to PR Daily, Tombow was selected from 155 entries to win the first-place prize for best use of Instagram. The PR Daily Digital PR & Social Media Awards is a highly competitive annual competition where in house company teams, Agencies, & independent communication practitioners from around the world showcase their best digital PR, communications, and use of social media from the previous calendar year. Some of this year’s other category award winners included Coca-Cola, M&M’s, Bravo TV, and Ikea USA.

“Providing value for our audience is at the core of our Instagram strategy at Tombow,” said Tombow Social Media and Content Manager, Brittany Luiz. “Although we do not have the budget of some of our more well-known competitors, we have the ability to connect directly with our fans through Instagram.” To read more about Tombow’s 2017 PR Daily Award visit: <https://www.prdaily.com/awards/specialedition/783.aspx>

Tombow products can be found online at: www.TombowUSA.com , which ships to The United States and Canada.

About Tombow

Tombow is today’s market leader for arts, crafts and office products. Serving consumers and businesses around the globe, Tombow was established in Japan in 1913 as the wood-case pencil provider for Japanese students. Since these beginnings, we have upheld a history of unparalleled customer service. Tombow has grown the company’s portfolio to a worldwide provider of art makers, liquid glue and adhesive tape, fine writing pens, correction tape, drawing pencils, colored pencils and erasers manufactured in facilities located in Japan, Southeast Asia and Thailand. Worldwide operating divisions distribute Tombow branded products in their respective geographies. For more information, visit www.TombowUSA.com.

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