

# Better Business Bureau Honors Logical Position with Esteemed Torch Award for Integrity, Ethical Business Practices

Other fourth quarter highlights include launching the agency's first-ever internal voting rights campaign and donating to Toys for Tots.

**PORTLAND, Ore. — JANUARY 12, 2021** — Oregon-based digital marketing agency [Logical Position](#) (LP) was created with customer transparency in mind — a pillar it has remained committed to since its founding. That commitment to transparency over profit has helped the agency build meaningful relationships with its clients and partners, including tech-giants like Microsoft and Google. LP was recently honored by the bedrock of consumer transparency, the Better Business Bureau (BBB), with the nonprofit's most prestigious award: The BBB Torch Award for Ethics.

Below is an excerpt from the [video](#) presented to the BBB audience upon announcing the award win, featuring a statement by LP Founder and Co-CEO Michael Weinhouse.

*"When we started Logical Position 10 years ago, there were so many bad actors in the industry — to the point where we couldn't even open a PayPal account for our business. We were the first company that I know of that had fully transparent reporting for our clients that broke down where every dollar was spent and all of the management fees in one location. This award means more to me than some of our major national growth awards, because it reflects the reasons we started the company and is a testament to the hard work our employees are doing every day in honor of the commitment we've made to our clients."*

The [BBB Torch Award for Ethics, Tier 2](#) is presented to exceptional organizations for their dedication to integrity and ethical business practices. The Torch Awards embody the BBB's mission of advancing trust in the marketplace. LP won in the Oregon category representing companies with 11 or more employees.

In between winning awards, LP stayed active in the community during the fourth quarter: In an effort to spread holiday cheer to less fortunate children, LP spent the month of December hosting a virtual, contactless toy drive benefiting the [Toys for Tots](#) program — donating nearly 200 toys to children throughout the seven states where the agency has offices.

LP also launched its first-ever “Time to Vote” campaign. Recognizing the importance of ensuring employees have time to exercise their Constitutional right to vote, the agency gave all employees two hours paid time off on Nov. 3, 2020 to participate in democracy.

## About Logical Position

Logical Position (LP) is a digital marketing agency offering paid search, shopping, and social advertising, search engine optimization, and website design. LP has won consistent accolades as an *Inc.* 500 company, a Microsoft Advertising Global Channel Partner of the Year, a Premier Google Partner Award Winner, a Fastest Growing Company (*Portland Business Journal*), a Top Workplace (*The Oregonian*), a 100 Best Company (*Oregon Business*) and #3 Best Workplace in the country (*Inc.*). Headquartered in Lake Oswego, Ore., LP runs additional offices in Denver, Chicago, Las Vegas, Austin, Charlotte, and Phoenix.

For more information, please visit [logicalposition.com](https://logicalposition.com), [instagram.com/logicalposition](https://instagram.com/logicalposition), and [facebook.com/logicalposition](https://facebook.com/logicalposition).

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