



Clemenger Takes Out Creative Showcase 4.1 Top Spot

Social media shines as this quarter's winners are announced

Sydney - 30 October, 2009 Clemenger has been declared the winner of Creative Showcase 4.1, Australia's best free online award for creativity in digital advertising for its campaign, Vodafones Make the Most of Now. The campaign was chosen by a panel of 10 esteemed judges from the industry who praised its cutting-edge creativity and innovation within the online advertising sector.

Announced at a Creative Showcase lunch today, Clemenger was selected from a strong field of entries. The Make the Most of Now campaign was designed to motivate the public to live in the moment, not in the past, to do those things they've always wanted to do one day. The site created for Vodafone acted as a hub for people with ideas, and those who can make it happen. With links to Google Maps, YouTube, Delicious, Digg, Twitter and Flickr, visitors had an endless list of interactive opportunities all pointing them to the key message of the campaign, making the most of now.

First runner-up was Virtue Australia for their work on Adidas Originals House Party Originals Game. The campaign achieved warm responses from the judges with one judge saying This campaign truly delivered on the most important thing, making me smile.

Profero rounded out the awards with second runner-up for the launch of Electronics Arts, Sims 3. Tackling the challenge of promoting a new title to a general audience of consumer gamers, Profero encouraged users to create fan pages and held competitions such as most creative and most supporters throughout the campaign.

Mike Zeederberg, MD of Profero and Chair of Judges, said This was the quarter of the social mashup, with all three winning campaigns integrating the broader web and social space and allowing users to get involved with both the content and brands. The winners all created a branded experience for the user and allowed them to share that with their friends. Its clear Australia's digital creative community has fully embraced social media and is connecting brands and their consumers in a meaningful way.

The Creative Showcase offers a great opportunity for Australian agencies to gain recognition for their work year round. This quarter is the perfect example of how the interactive online advertising sector is growing, in particular the extensive use of social media throughout the campaigns. IAB Australia is proud to be associated with the Creative Showcase and will continue to support the budding talent thriving in our industry, said Paul Fisher, CEO of IAB Australia.

The competition is free and easy to enter entrants simply register and submit the campaign online at www.creativeshowcase.net.au. The only proviso is the work must have run in the three months leading up to the close of judging.

Winners from each quarter are placed in the Creative Showcase section of next years IAB Awards and judged to determine an overall winner. The winning agency receives a trip for two and entry into the 2010 MIXX awards in New York.

4.1 Creative Showcase Winners

Winner: Clemenger for Vodafone Make the Most of Now

<http://awardsubmissions.com.au/makethemostofnow>

First runner-up: Virtue Australia for Adidas Originals Adidas House Party Originals Game
<http://www.adidas.com/campaigns/aditars>

Second runner-up: Profero for Electronic Arts The Sims 3 launch
<http://www.split5ways.com.au/sims3comp/>

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About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) is the peak trade association for online advertising in Australia. As one of over 25 IAB offices globally, and with a rapidly growing membership, IAB Australias principal objective is to increase the share of advertising and marketing dollars that interactive media captures in the marketplace. Officially launched in October 2005 by Australias six major online publishers - News Digital Media, Fairfax Digital, ninemsn, Yahoo!7, Google and Sensis Media Smart - together with the Australian Interactive Media Industry Association (AIMIA), the IAB has four objectives:

To develop, coordinate and promote industry standards and guidelines that make interactive advertising a simpler and more attractive medium for agencies, advertisers and marketers

To prove and promote the effectiveness of interactive advertising to advertisers, agencies, marketers, and the press

To be the primary advocate for the interactive marketing and advertising industry

To expand the breadth and depth of IAB membership while increasing direct value to members

For further information about IAB Australia please visit: www.iabaustralia.com.au

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You can view this release and any accompanying photography online at:

<http://www.einsteinz.com.au/client-news/2009/10/30/clemenger-takes-out-creative-showcase-41-top-spot.html>