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Sydney - 10 July, 2009 - CumminsNitro Brisbane has trumped a strong field of competitors to be crowned 2009 IAB Awards Best of Show for its Queensland Tourism Best Job in the World campaign. The entry, which also won the Brand Awareness and Positioning category, beat out a record number of entries to secure the prestigious title and has now secured its entry in the 2009 US IAB MIXX Awards.

Other winners include New Dialogue and Soap Creative who both secured two category wins each; Pusher who secured the Social Media Marketing campaign for their Snack Brands Australia Samboy is Back campaign; and Mindshare who won the Widget Marketing category for Diageo with its Johnnie Walker Widget. A further six agencies shared the remaining IAB Australia category awards.

Soap Creative was also named the Creative Showcase winner for 2008/09 for its Lynx campaign, with New Dialogue picking up second place and Host taking third place.

According to Paul Fisher, CEO of IAB Australia, 2009 has been the most competitive year for the IAB Awards yet.

The winners are outstanding examples of how interactive advertising provides marketers and media with the most spectacular opportunities for creativity, innovation and effectiveness. All the entrants deserve congratulations for their efforts and the record number of entries this year is a testament to the Australian interactive advertising industrys continued growth. We look forward to even more talent in the 2010 awards said Mr Fisher.

Mark Uncles, Professor of Marketing at the UNSW and Chair of Judges for the 2009 IAB Australia awards commented: The overall standard of entries this year was better than the previous years and we have identified some real stand out winners this year. Both the industry and IAB Australia should be proud of the fact that so many entries were submitted this year and that 50 industry professionals were prepared to engage in the judging process. This sends a strong message to the broader industry about the importance of recognising creative and effective work in the digital and interactive arena.

CumminsNitro Brisbanes Best of Show winning entry has now qualified for entry to the US MIXX 2009 Awards, which will be judged on 22 September 2009 in New York. Previous IAB Australia Best of Show winners have had remarkable success in the MIXX Awards, with the 2007 entry winning gold and the 2008 entry securing silver.

2009 IAB Awards Winners

Category: Brand Awareness and Positioning AND Best of Show Winner
CumminsNitro Brisbane for Tourism Queensland Best Job in the World
<http://islandreefjob.com/>

Category: Brand Destination Site
New Dialogue for Atari - Tomb Raider Challenge
<http://www.lctr.mobi/>

Category: Brand Loyalty and Retention
Captiv8 for Optus - Recharge & Always Win
www.optus.com.au/alwayswin

Category: Cross-Platform Integration

OMD for McDonalds - Love my Idol

<http://www.australianidol.com.au/lovedsongs.html>

Category: Digital Video

ZenithOptimedia, RMG Connect and JWT for Nestle - Kit Kat Chunky Cookies & Cream Launch

Category: Direct Response and Lead Generation

New Dialogue for Commonwealth Bank - Home Loans Spring Campaign

<http://www.commbank.com.au/personal/home-loans/first-home-buyers/default.aspx>

Category: Product Launch

Soap Creative for Lynx - Lynx Instinct

<http://www.lynxeffect.com.au/#>

Category: Search Marketing

dgmAustralia for Woolworth - Woolworths Everyday Money Credit Card

<http://www.everydaymoneycard.com.au/>

Category: Social Media Marketing

Pusher for Snack Brands Australia - Samboy is Back

<http://www.samboy.com.au/index.html>

Category: Super-Rich Media

Soap Creative for Lynx - Lynx Instinct

<http://www.lynxeffect.com.au/#>

Category: Widget Marketing

Mindshare for Diageo - Johnnie Walker Widget

<http://www.smh.com.au/advertisers/sport/johnniewalker/>

Ends

Notes to Editor

Images from each of the Finalists campaigns are available. Please contact Einsteinz Communications for more details.

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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