



the digital marketing group

First Rate Wins IAB Award for Organic Search (SEO)

First Rate, one of Australasia's leading search and performance agencies have won the IAB Australia Award 2011 for Organic Search.

Sydney, 1st

July 2011 First Rate, one of Australasia's leading search and performance agencies have won the IAB Australia Award 2011 for Organic Search. The consultancy submitted a case study based on the power of long tail for their client one of Sydney's leading property management firms and were chosen from a large number of entrants, judges commenting that it displayed a very well laid out entry with a nice focus on the right aspects of SEO. The point of differentiation is that they ticked criteria for SEO but went above and beyond focusing on Longtail strategy.

First Rate was established in New Zealand in 1999 by Jon Ostler, rapidly expanding into Australia gaining several large blue chip and multinational clients. First Rate is now part of the Q Ltd group of digital companies and has over 35 staff located in Auckland, Sydney and Perth. First Rate is the largest online direct response agency in New Zealand and the fastest growing agency of its type in Australasia.

The IAB Australia Awards experienced a record number of entrants this year Paul Fisher, CEO of IAB Australia commented The quality of entries in this year's IAB Awards is quite exceptional. The winners should be congratulated on their efforts. They each brilliantly showcase the creativity and efficiency that online advertising can offer marketers as part of a cross media strategy. You don't have to look hard at the winning campaigns to understand why brands are seeing the potential of online advertising, said Mr Fisher.

-ENDS-

About First Rate

First Rate (a wholly owned subsidiary of Q Ltd ASX:QXQ) is a leading internet marketing consultancy that provides; search engine marketing (SEM), search engine optimisation (SEO), email marketing, performance marketing, conversion optimisation and website analytics services direct to a range of blue chip clients. First Rate offers a 1-tier paid search technology and service solution through its exclusive partnership with IgnitionOne (formerly SearchIgnite).

About Q Ltd

Q Ltd (ASX:QXQ) owns a group of specialist interactive advertising and digital marketing communication companies. Each company is a leader in their area of expertise. The Q Ltd Group provides an integrated

spectrum of interactive advertising and digital marketing services needed to interact with today's digital consumer. We provide: digital strategy & planning services, creative & technical development, search marketing, & performance marketing, media sales (display, email, mobile, performance & data) and digital publisher representation .Q Ltd companies include: Thing, Market United , First Rate, 3D Interactive and QEDigital (The Performance Network, The Great Sites and Great Promotions).

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