NEW DIGITAL AGENCY â€˜FIRSTâ€™ ANNOUNCED AS IAB FINALIST IN SEO

Announced as SEO finalists for second year running

Sydney, Australia, June 25 2012 Today the InteractiveAdvertising Bureau (IAB) announced the finalists for the upcoming IAB AustraliaAwards. Recently launched agency FIRST was announced as finalists in the SearchCategory (SEO) for their case study Brand Term Targeting: 'Quick wins with lowhanging fruit' with long standing client Teds Cameras.

FIRSTsfounding agency, First Rate a leading search marketing agency previously wonthe Organic Search (SEO) category in 2011, making this the second IAB finalistnomination for FIRSTs search marketing team.

JonOstler, Group General Manager said Our mission is to deliver digital marketingcampaigns that achieve results and a return on investment for our clients. Searchhas been and remains a key strength within the agency and we are proud to againbe recognised by the IAB as a leader in this challenging field.

Onceagain the judges have commented that the standard of entries was very high,making the competition for the awards intense, Paul Fisher, chief executive ofthe IAB said.

Thecreativity, strategic thinking, implementation and effectiveness of thesecampaigns are essentially driving the continued spectacular growth in the onlineadvertising industry, and I look forward to handing the winners trophies out onwhat is the industrys gala event. He added.

Thewinners will be announced at the Awards Gala on the 19th of July atTown Hall

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