



Tequila kicks off 2012 with strong win in Creative Showcase 6.4

MEDIA RELEASE

Sydney- 7 February,

2012- Tequilas unique and entertaining campaign, Zen to Z has been crowned the winner of the Creative Showcase 6.4, IAB Australias awards for creativity in digital advertising. Tequila developed an exhilaration scale Zen to Z in order to prove that the new Nissan 370Z is more exhilarating than you think. Tequilas campaign was praised as beautifully crafted, clever, and a great example of entertaining digital creative in the auto space.

Soap Creative snared second place with its invention of Global Resistance, an epic online companion game launched alongside their latest in the series; Resistance 3. Creative agency Amnesia took third place for developing a transparent, interactive brochure which used a Microsoft Surface table to provide people with a unique and interactive hands on way to experience the Lexus LFA supercar.

Chair of Judges and Managing Director of Zuni, Mike Zeederberg said, "Creative Showcase is getting harder and harder to judge, with this round of entries spanning viral content, purpose built online games, browser plug-ins and digital experiences at trade shows. It shows that Australia's digital marketing industry is pushing the boundaries on how to engage consumers online, well outside of the standard options."

The winning entries are showcased at www.creativeshowcase.net.au. The bi-monthly IAB Creative Showcase competition series, which is sponsored by REA Media, accepts entries for work completed in the two months prior to close of judging for each round and only one campaign per agency is allowed. The winners of each Creative Showcase round gains automatic entry into the 2012 IAB Awards Best of Creative Showcase awards.

Tequila responded to Nissans challenge by creating a fun way to measure exhilaration, a scale from Zen to Z. The key to this campaigns success was the recruitment of a test subject - the Zen Master an excellent control subject to test due to his low heart rate. He was hooked up to a heart-rate monitor and then his exhilaration levels were tested with activities including a plane flying dramatically close to his head, a high speed street luge, being dropped from a great height in a specialised life raft, driving a tank through an abandoned house and finally being behind the wheel of the Nissan 370Z. Tequilas scale was effective and proved successful with the Nissan 370Z experience the most exhilarating for the Zen Master.

Soap Creatives Global Resistance epic online companion game was developed to leverage the iconic Resistance 3 universe online in order to expand their fan base and increase sales

of the title. Insomniac games and Sony Computer Entertainment America invited Soap Creative to create this game which was developed with a casual mindset and multiple levels of engagement. Global Resistance is both fun and addictive and resonates well with both diehard fans and those new to the franchise.

Amnesia was briefed to develop and create a virtual interactive way to allow people to experience the new Lexus LFA supercar which was valued at \$750,000 and consequently was not allowed to be touched at the Melbourne International Motor Show. Amnesia's transparent brochure was handed out at the show and encouraged people to visit the Lexus LFA stand to find out more. When the brochure was placed on the Microsoft Surface table, it came to life, launching an app that gave people a unique and interactive experience. The brochure was a great success with one judge Russ Tucker stating, Amnesia's really breaking new ground here and demonstrating a fun way to bring interaction to an event.

The Creative Showcase competition is free and easy to enter- entrants simply register and submit the campaign online at www.creativeshowcase.net.au.

6.4 Creative Showcase

Winners

Winner: Zen to Z

Creative Agency: TequilaMedia Agency: Carat

Brand Name: Nissan HTML5 website: <http://370z.nissan.com.au/>

Campaign Overview: <http://vimeo.com/34998170>

Case Study: <http://www.awardlook.com/oneshow/nissan/370z/index.html>

Second Place: Global Resistance

Creative Agency: Soap Creative

Brand Name: Insomniac Games

Campaign Overview: <http://boxofsoap.com/entries/resistance/>

Game Page: <http://myresistance.net/global/>

Game Overview Page: <http://www.myresistance.net/games/global-resistance>

Game Forum: <http://www.myresistance.net/community/index.php?board=5.0>

Third Place: Lexus LFA Surface Experience

Creative Agency: AmnesiaBrand Name: George P. Johnson/LexusCase Study page: <http://vimeo.com/32547012>

Blog Post: <http://amnesiablog.wordpress.com/?s=lexus>

Amnesia Connect:<http://vimeo.com/18859503>

/Ends

About

the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 40 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.

IAB Australias board includes representatives of Fairfax Media, News Digital Media, REA Group, Network Ten, Yahoo!7, APN News & Media, ninemsn, Carsales.com, Telstra, TressCox Lawyers and AIMIA. It 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.auFor more information

please contact:Pru Quinlan or Corinne CowlshawEinsteinz CommunicationsT: (02) 8905 0995E: pru@einsteinz.com.auE: corinne@einsteinz.com.au

Contacts

Pru Quinlan
02 8905 0995
[mailto: pru@einsteinz.com.au](mailto:pru@einsteinz.com.au)