



2010 IAB Awards Finalists Announced

Record number of entries and dramatic shift towards brand advertising campaigns

Record number of entries and dramatic shift towards brand advertising campaigns 17 June 2010: IAB Australia today announced the 2010 IAB Australia Awards finalists, noting a significant increase in the number of agencies and brands submitting entries, as well as an overall increase in entry numbers. Twenty one agencies were selected as finalists across the Awards' 11 categories, with Mediacom and Publicis Mojo-Melbourne securing the lion's share, taking six and four nominations respectively. In total, 182 entries were submitted and reviewed by a panel of more than 60 industry-respected judges who were looking for the most innovative and effective online advertising and marketing campaigns run in Australia over the last twelve months. These entries were submitted by 47 agencies, representing 91 organisations and over 130 brands. This year's awards has also seen a dramatic increase in entries for the brand related categories, highlighting the strong shift towards brand advertising online with FMCG and finance industries in particular. The winners will be announced at a ceremony in Sydney on Thursday 22 July 2010 at the Hordern Pavilion. Tickets are expected to sell out as in previous years and are now available for purchase from the Awards website – www.iabawards.com.au "The finalists for the 2010 IAB Australia awards clearly demonstrate the growth of online advertising across a broad range of industry sectors," said Paul Fisher, IAB Australia's CEO. "Once again the FMCG sector has dominated the finalists list, highlighting both the exceptional quality and effectiveness of well executed online strategies and campaigns and also the disparity between this quality and the investment by the FMCG sector in online advertising, accounting for a mere five per cent of the \$500m annual general display category. I'm hopeful that the Awards will continue to showcase to FMCG marketers the incredible benefits that online can bring to their marketing campaigns." According to Mr Fisher the 2010 Awards judges have lauded the entries as the highest quality work they have ever seen submitted for online campaigns. "Creative campaigns with well targeted execution and clearly documented results created a smooth judging process for all concerned. This general improvement, combined with the sheer number of entries demonstrates the growing commitment by advertisers and their agencies to investing their valuable marketing budgets where they get the best results – online," said Mr Fisher. The entry judged as Best of Show Award will gain entry into the IAB's U.S. MIXX Awards in September 2010. Previous entries have achieved great success at the MIXX Awards with last year's entry winning the coveted Best in Show in New York. In addition to this, the Creative Showcase quarterly winners will vie for Creative Showcase Grand Prix Award also to be announced at this year's IAB Awards. IAB Australia Awards 2010 Finalists (listed by entry number) Category: Brand Awareness and Positioning Droga5 - 4320LA & 4320SYD; V Australia Mediacom - Alienware Clan Challenge; Dell Ikon Communications - Commonwealth Bank & Domain Partnership; Commonwealth Bank of Australia Category: Direct Response and Lead Generation WHYBIN/TBWA/TEQUILA - Take the Wheel; Nissan Australia Ikon Communications - Commonwealth Bank Continuous Online Marketing Programme; Commonwealth Bank of Australia Mediacom - SMB Campaign Nov09-Jan10; Dell Category: Product Launch Emitch - iPhone Application Launch; Domino's Pizza Mediacom - Avril Lavigne Black Star; Procter & Gamble OMD Australia - Brave Wave!; Neutrogena Wave ZenithOptimedia - 5 Seeds; Lion Nathan Category: Brand Loyalty and Retention Publicis Mojo - Members' Lounge; Virgin Mobile Bullseye - B Your Best - The Wellbeing Revolution; Blackmores Limited BMF - The Hit List; Commonwealth Bank of Australia Category: Brand Destination Site Colman Rasic - You Know Who You Are; Premium Beverages – Coopers Publicis Mojo – Melbourne - The Adventures of Freddo; Cadbury Leo Burnett - Canon EOS Photochains; Canon Category: Cross-Platform Integration WHYBIN/TBWA/TEQUILA -Take the Wheel; Nissan Australia Publicis Mojo – Melbourne - The Art of Walking; Tourism Victoria Mediacom - Alienware Clan Challenge; Dell Category: Branded Content ZenithOptimedia - 6 Beers of Separation; Lion Nathan Publicis Mojo – Melbourne - The Art of Walking; Tourism Victoria Publicis Mojo – Melbourne - The Adventures of Freddo; Cadbury Category: Search Marketing Dgm - Allianz Search Campaign; Allianz e-channel Online - Flight Centre Paid Search Marketing Campaign; Flight Centre Limited Experian Hitwise - SCTI Online Offline Integration; Experian Hitwise Category: Social Media Marketing: Mediacom - Spring Racing Carnival; Yellowglenn Mediacom - Pringles King Can; Procter & Gamble Leo Burnett - Canon EOS Photochains; Canon Category: Rich Media and Digital Video Longtail Communications - Zoom; Dale Alcock Homes Mindshare – Sydney - Land Rover Defender 90 - Content Distribution; Land Rover OMD Australia - \$1 Board Game; McDonalds Category: Not-for-Profit / Public Service FNUKY – Censordyne; GetUp! Starcom - Pedigree Dog Adoption; Mars Petcare 303 - Jesus. All About Life; The Bible Society, NSW Ends About the Interactive Advertising Bureau The Interactive Advertising Bureau (IAB) is the peak trade association for online advertising in Australia.