



## 2012 IAB Australia Awards open for entries

Mobile Platform and App, IPTV and Tablet Marketing categories added

27th March 2012 - Entries are now open for the prestigious 2012 IAB Australia Awards that celebrate the top interactive advertising campaigns in Australia. Marketers, media and creative agencies Australia wide are invited to submit entries of their best and most effective creative campaigns over the past 12 months. Submissions are now being accepted online at <http://www.iabawards2012.com.au> and entries will close on 23rd April 2012.

IAB Australia also announced that it has secured the rights to host the Awards at the prestigious Sydney Town Hall, the first time ever for this venue to be used for such an event. Tickets for the event, which will be held on 19th July, are now available to be purchased on the IAB website.

Three new categories have been added to the 2012 Awards. Tablet Marketing, Internet Protocol Television Advertising (IPTV) and Mobile Platform or App will make their debut within the Specific Tactics and Technologies Awards Categories.

The Primary Categories, which honour outstanding achievement categories for online advertising campaigns, include Brand Awareness and Positioning, Direct Response and Lead Generation, Product Launch and Brand Loyalty and Retention. The Specific Tactics and Technologies categories include the three new Awards, as well as Brand Destination Site, Cross-Platform Integration, Branded Content, Search Marketing - Paid Search, Search Marketing - Organic Search, Social Media Marketing, Rich Media and Digital Video and Not-for-Profit/Public Service.

All category winners will also be eligible for the Best in Show Award, which will be announced on the Awards night. The 'best of the best' Creative Showcase winner will also be announced. The winners of both of these Awards will be automatically entered into the IAB US MIXX Awards in New York and funding for two representatives to attend the influential event.

Finalists will be announced in June.

The IAB Australia Award winners have been commended for their creativity over the years and for pushing interactive advertising to new levels. Last year DDB Sydney scooped the 2011 IAB Awards Best in Show with its "Making Tracks" campaign for Tourism Australia, while Droga5 was named as the winner of the Creative Showcase Grand Prix award for its Brew by Feel campaign.

News Digital Media has been announced as the Major sponsor and Best in Show sponsor for the 2012 IAB Australia Awards. Other category sponsors include AdapTV, Google, Fairfax Media, MediaMotive, Ad2One, Mi9, Facebook, BBC.com, Telstra, realestate.com, ninemsn and eBay Australia & New Zealand.

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 Australia's principal objective is to increase the share of advertising and marketing dollars that interactive media captures in the marketplace. IAB Australia's 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.iabastralia.com.au](http://www.iabastralia.com.au) or [iabastralia@iabastralia.com.au](mailto:iabastralia@iabastralia.com.au)

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