

Adelaide ad agency on track to win big at the Internet's annual Webby Awards

MEDIA RELEASE

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An online game created on a flight from Adelaide to Sydney is set to claim one of the world's top website awards.

Podcast series Forever Has Fallen is an immersive online experience where players uncover clues and solve challenges in a virtual bounty hunt through a fictional digital world.

Launched by a small advertising agency, looking for global fun just over a year ago, Forever Has Fallen has quickly become an international sensation building a huge worldwide fan base that has led to a nomination in the 2021 People's Voice section of the prestigious Webby Awards.

"I love blockbuster entertainment but the one-way nature of storytelling has not changed much since the 1880s," said Mr Kimon Lycos, founder Forever Has Fallen.

"Our goal was to up-end that concept by creating a whole range of ways to tell a blockbuster story and when we launched it, we honestly had no idea how it would be received.

"You hope it goes well, but this has never been done before, so the response has been completely overwhelming and now from Adelaide, Australia we are up against some of the world's biggest brands and beating them, it's crazy."

In its 25th year, the Webby Awards <https://www.webbyawards.com> were established to celebrate Internet excellence and recognise online achievement in categories including innovation, diversity, education and entertainment.

Operating on a similar voting structure to the Academy Awards, the Webby Awards are judged by the International Academy of Digital Arts and Sciences (IADAS) whose 2000+ members are drawn from industry, peers and media.

This year, the IADAS has to consider more than 13,000 entries coming from over 70 nations and rate them on criteria including user experience, ease of navigation, creativity and software technology.

Nominees were announced on 20 April, voting for the People's Voice closes on 6 May and all winners are announced on 18 May.

Contact for interviews:

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Created by Adelaide based advertising agency Mihell & Lycos, Forever has Fallen is a new way to entertain fans in the digital age. Forever Has Fallen combines listen anywhere/anytime podcasting with a fictional story world that extends the story and turns the experience into a game. Fans earn rewards the deeper they dive into websites, social media profiles, interactive messaging and hidden content or 'Easter eggs.'

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