



## Game tackling neurological disorder takes the prize in IAB Creative Showcase

SYDNEY, 23 Nov., 2016: Deepend has taken first place in Round 11.2 of IAB Australia's Creative Showcase competition for its "Sound Storm" campaign for the National Acoustic Laboratory which uses an iPad auditory training game to treat children suffering from Spatial Processing Disorder. Second place went to M&C Saatchi for "The Teleporter Adventures" for Commonwealth Bank and third was awarded to AnalogFolk for its work for CrownBet on the "Fanterpreter" campaign.

Children suffering Spatial Processing Disorder struggle to use auditory cues to selectively focus on sounds coming from one location while suppressing noise distractions around them, such as focusing on a teacher in a noisy classroom. Deepend's campaign developed a solution in the form of a remediation process that used auditory algorithms for children aged 6-12 with SPD while engaging and supporting them through the iPad game. Studies have shown that 100% of SPD affected children completing the remediation program are cured of the disorder.

"One hundred percent rate of curing the condition is a pretty effective metric. The game is lovely and the design of the experience is a compelling and it's an outstanding piece of work," said Creative Showcase judge Lachlan Pottenger, Creative Director of FIRST DIGITAL.

"The Teleporter Adventures" is a storybook and companion VR experience developed by M&C Saatchi for Commonwealth Bank's Start Smart - a free financial education program funded by CommBank and offered to more than 550,000 students in Australia. M&C Saatchi made classes more accessible in remote areas of Australia and created a new, more engaging way for kids to learn about finance. Aimed at 6-7 year olds, the first book is the story of Sammy the Space Koala who travels through the galaxy in search of a magical present for her Grandma's birthday.

AnalogFolk created the "The Fanterpreter", a data-driven microsite that uses sporting data to match Aussies with their perfect NBA team, for CrownBet in Australia. The campaign generated an ROI of \$16 revenue for every \$1 spent and contributed towards an overall 350% increase YOY in traffic to CrownBet NBA betting pages.

Now in its 11th year, the IAB Creative Showcase competition series accepts entries for digital work completed in the three months prior to close of judging for each round and only one campaign per agency is allowed. The winning entries are showcased <https://www.iabastralia.com.au/creative-awards/creative-showcase>.

### Creative Showcase 11.1 Winners:

#### First place

Creative agency: Deepend

Brand name: National Acoustic Laboratory

#### Second place

Creative agency: M&C Saatchi Sydney

Brand name: Commonwealth Bank Start Smart

#### Third place

Creative agency: AnalogFolk

Brand name: CrownBet

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### 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 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and

marketing industry to ensure that they thrive in the digital economy.

The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit: [www.iabaustralia.com.au](http://www.iabaustralia.com.au)

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