



M&C Saatchi Win IAB's Creative Showcase Round 9.2 with "Where's My Wallet?" Campaign

SYDNEY, 10 October – M&C Saatchi has been named the winner of Round 9.2 of IAB Australia's Creative Showcase awards for its "Where's My Wallet?" campaign for the Commonwealth Bank of Australia. Razorfish Australia took second place for "Qantas Quest Points" for Qantas, and WITH Collective took third for "Australian Fertility Census" for Genea.

M&C Saatchi developed the "Where's My Wallet" campaign for the Commonwealth Bank to promote the bank's Cardless Cash technology. The ambitious project involved taking a 120 gigapixel panoramic picture of Sydney – the largest ever – which became the start point for an interactive game that had users zooming in and searching through the entire city for one of 100 lost wallets hidden therein, each containing a \$200 reward. When the user had located a wallet, they were asked to go to a Commonwealth ATM to claim their prize, using the Cardless Cash product.

The campaign generated a huge amount of interest in the first few days, with an average of 10 minutes spent on the site (www.wheresmywallet.com.au) playing the game. Creative Showcase judge Tim Buesing noted that he immediately searched for his own house – a bonus inherent in such a massive interactive picture.

Mike Zeederberg, managing director of Zuni and Creative Showcase's chair of judges said: "This was clearly the 'Where's Wally' round, with the top of our winning campaigns using interesting twists on the treasure-hunt technique to effectively engage with their audiences. Great use of data visualisation and clean design have also proven important in getting their message across, with all three winners being great examples of solid engagement campaigns."

With "Qantas Points Quest" Razorfish Australia launched the new Qantas Points website and Online Mall. Razorfish developed a game that shows members how easy it is to earn points in a way that is fun, engaging and simple to understand. The game invites people to explore the virtual world and follow clues to find items. The campaign far exceeded the client's expectations, with 1.2 million entries submitted and the average Qantas Points Quest user played more than five times with more than 14 minutes on the page.

Placing third was WITH Collective with its "Australian Fertility Census" for world-leading fertility experts Genea. Genea wanted to normalise the conversation around fertility and use the awareness week in their major markets, with a multi-channel strategy leveraging all of their channels and assets. Thus, WITH created the "Australian Fertility Census", allowing Genea to find out the answers to questions such as how long it is taking people to conceive. The metrics are impressive for a 50-question census. The completion rate was over 80 percent and it had a social share advocacy rate of 34 percent.

The announcement of this round of Creative Showcase award winners comes just a week after the 10th annual IAB MIXX Awards in New York City, where two previous Creative Showcase winners snared awards for their campaigns. Soap Creative and JWT Australia won Gold in the Public Service category for their "I Touch Myself" campaign for the Cancer Council of NSW, while M&C Saatchi secured Gold in the Special Innovation - Can't be Contained – People's Choice category for its "Clever Buoy" campaign for Optus. VLM Australia, Clemenger BBDO and Isobar Australia also received Silver and Bronze awards.

The bi-monthly IAB Creative Showcase competition series 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 winning entries are showcased at http://iabaustralia.com.au/Creative/Creative_Showcase.aspx.

Creative Showcase 9.2 Winners

First place

Creative agency: M&C Saatchi

Media Agency: IKON

Brand name: Commonwealth Bank of Australia

Second place

Creative agency: Razorfish Australia

Brand name: Qantas Points

Third place

Creative agency: WiTH Collective

Media Agency: Eleven PR

Brand name: Genea

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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 40 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.

IAB Australia's board includes representatives of Carsales.com, Fairfax Media, Google, Mi9, Network Ten, News Australia, REA Group, Telstra Media Group, TressCox Lawyers and Yahoo!7. It has four objectives: To be the 'big tent' for the entire digital advertising industry and define the future of digital advertising To deliver the benefits of ad funded interactive experiences to Australians 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

For further information about IAB Australia please visit: www.iabaustralia.com.au

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