



Soap snares Creative Showcase win with world's biggest PAC-MAN

Sydney – 15th June 2011 – Soap Creative has been crowned the latest Creative Showcase winner for its work on “The World’s Biggest Pac-Man” campaign it developed for Microsoft IE9 and PAC-MAN. Creative agency, The FARM, picked up second place for its work on Moccona Romantics, while Tequila Digital scooped third place for its work on “Micra Lane” campaign for Nissan Australia. Soap Creative’s campaign saw it develop an online promotional platform for PAC-MAN to build awareness of upcoming product and showcase the power of HTML5 on Microsoft’s newly released IE9. The global PAC-MAN community embraced the opportunity to create and play their own maze to become part of the “World’s Biggest PAC-MAN” game. The platform was a huge success with 1.5 million visitors recorded in the first three weeks.

The judges appreciated Soap’s ability to develop a campaign that remained on brand while showcasing the new technology with one judge saying: “A simple, engaging idea, elegantly executed with a powerful community focus, ram PACKed full of retro joy.”

Mike Zeederberg, Managing Director of Zuni and Chair of Judges said “The competition this month was fierce with only a hair’s breadth between the overall winner and the two runners up. Given this is the last opportunity to qualify for entry in this year’s Creative Showcase category at the IAB Awards, agencies were submitting campaigns with such a high standard of quality, our judges found it difficult to select a winner.

“It is encouraging to note the Creative Showcase continues to expand with entries from three agencies for the first time in this competition. Once again, the bar has been raised again in attracting both the quality of campaigns and from a good mix of agencies.”

The winners, who were chosen by a panel of esteemed industry judges are showcased at www.creativeshowcase.net.au, were announced yesterday at a lunch in Sydney. The bi-monthly Creative Showcase competition series accepts entries for work completed in the two months prior to close of judging for each round. The winners of each round’s Creative Showcase gains automatic entry into the 2011 IAB Awards “Best of Creative Showcase” awards that will be judged next month.

Second place winner The FARM wanted to reward Moccona lovers for their coffee loyalty so it gave them ‘special moments’ while they were doing mundane things like reading the morning news, creating beautiful interactive, synched banner and skin takeovers. The campaign also involved a new website, Facebook community and an iPhone application released in time for Valentine’s Day that allowed the user to engage GPS and Augmented Reality to plot a romantic rendezvous for their partner, allowing them to recreate the romance of the Moccona TVC in their own world.

Third place winner Tequila Digital turned car shopping into a fun activity for women with Nissan Australia’s “Micra Lane” campaign. Taking over a quiet lane in the heart of Melbourne and renaming it the Micra Lane, Tequila Digital used the location to host a range of events from gigs by 30 Seconds to Mars, movie nights and the Cleo Bachelor of the Year Car Wash.

A virtual version of the lane was developed using 3D technology and a 360 degree view to make it as immersive and realistic as possible. In a world-first, Tequila Digital took static Google-streetview images and stitched them together to create video tours. A tailored google map even showed the way from your home to the nearest dealer.

The Creative Showcase competition is free and easy to enter – entrants simply register and submit the campaign online at www.creativeshowcase.net.au

April/May Creative Showcase Winners

Winner: Soap Creative for “The World’s Biggest Pac-Man” - Microsoft IE9 and PAC-MAN

<http://worldsbiggestpacman.com>

Second Place: The FARM for “Moccona Romantic” – Moccona Romantics

<http://mocconaromantics.farmcreative.com.au/>

Third Place: Tequila Digital for “Micra Lane” - Nissan Australia.

<http://www.micralane.com.au/>

About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia. As one of over 32 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.

Incorporated in July 2010 by nine founding members - Fairfax Digital, Fox Interactive Media, News Digital Media, ninemsn, REA Group, Ten, Yahoo!7, and Sensis Media Smart - together with the Australian Interactive Media Industry Association (AIMIA), the IAB 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.iabaustralia.com.au

For more editorial information please contact:

Pru Quinlan or Ashleigh Favaloro

Einsteinz Communications

T: (02) 8905 0995

E: pru@einsteinz.com.au

E: ashleigh@einsteinz.com.au