



Webling Interactive Wins Creative Showcase for Yates Mobile Gardening App

Round 9.4 showcases best examples of mobile apps

SYDNEY, February 19th 2015: Sydney-based agency Webling Interactive has taken top honours in IAB Australia's Creative Showcase Round 9.4 for the "My Garden" app developed for Yates gardening company. News Corp Australia has taken second place for its extremely creepy mobile interaction for the game "The Evil Within".

"This was the round of the mobile, with apps and phone calls leading the way," said Mike Zeederberg, chair of judges for Creative Showcase and the driving force behind the event.

The Yates "My Garden" app was developed for tablet and mobile devices and is available from Google Play and iTunes. It gives both the novice potter and seasoned pro a trove of garden advice at their fingertips, offering tools, plants, solutions and inspiration for gardening dilemmas. It includes a unique garden visualiser that lets the user search for a particular plant type, before overlaying the plant of choice on an image of their garden.

"The winning entry provided fantastic utility to gardeners, as well as delivering a strong product message at the perfect moment, showing a best-practice example of how brands can be useful and sell product at the same time," said Zeederberg.

For the launch of the new game "The Evil Within" by Tango Gameworks and Bethesda, News Corp Australia developed a single-day mobile campaign across all its digital properties. "The Evil Call" took users to a link that simulated a phone call from a terrified person trapped within the game. The campaign garnered 460,000 views and a 26 percent interaction rate on its single live day.

"The idea to mimic the call screen on the phone is so brilliantly simple and original. The creative itself is clever and pretty damn creepy too," said judge Lachlan Pottenger, creative director at FIRST digital.

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://www.iabastralia.com.au/creative-awards/creative-showcase>.

Creative Showcase 9.4 Winners

First place

Creative agency: Webling Interactive

Brand name: Yates

Second place

Creative agency: News Corp Australia

Brand name: The Evil Within

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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, News Australia, REA Group, Telstra, TressCox Lawyers and Yahoo7. 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

For further information please contact:

Alice Manners
CEO - IAB Australia
T: 0408 107 399
E: alice.manners@iabaustralia.com.au

Pru Quinlan
Einsteinz Communications
T: (02) 8905 0995
E: pru@einsteinz.com.au