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IAB MIXX AWARDS EUROPE CROWNS THE BEST EUROPEAN DIGITAL CAMPAIGNS

Barcelona, 3rd of June 2010 – IAB Europe celebrated the best interactive marketing campaigns last night in a packed ceremony on the beach in Barcelona. The first ever MIXX Awards Europe was the closing finale of the trade body's Interact Congress. The Belgian agency Boondoggle won two of the four awards; the Best Brand Awareness award with the Banner Concerts campaign for Dexia Bank, and Best Brand/Product Launch award with the Baby Elephant campaign for the Antwerp Zoo. The Best Online Brand Reputation Award went to The Netherlands for the Ikea DYOL Platform by Lemz. And finally, the Spanish agency Herraiz Soto won the Best Brand Destination Site Award for Labuat.

Eight European countries participated in this first edition by submitting the winning campaigns of their national awards: Belgium, Croatia, France, Hungary, Poland, Spain, The Netherlands and United Kingdom. In total the jury evaluated 57 cases divided into four categories all related to the theme of the IAB Interact congress: online brand building.

Marcel.li Zuazua, owner of the Spanish agency Herraiz Soto & Co, presided over the jury of the first MIXX Awards Europe. Other judges were Guillaume Van der Stighelen (co-founder of the Belgian agency Duval Guillaume), Karin Hammer (CEO & founder of Freie Digitale and President of IAB Austria), Gustav von Sydow (CEO Burt Stockholm) and Bart Becks (co-founder of SonicAngel). The 57 campaigns were judged on three criteria: strategy, creativity and results.

“This first edition of the MIXX Awards Europe with eight participating countries is only the beginning” says Alain Heureux, President and CEO of IAB Europe. “Our ambition is to get all 23 European IAB’s submitting their national award winning campaigns for the next MIXX Awards Europe. In that way, the digital marketing industry shows not only how creative it can be, but proves at the same time its efficiency.” IAB Europe has published a booklet with all 57 cases, to share the diversity of the interactive marketing campaigns created throughout Europe with all marketers.

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About IAB Europe

IAB Europe is a federation of national Interactive Advertising Bureaux (IAB) across Europe. Its mission is to promote the growth of the interactive advertising markets on behalf of its clients and national members. Supported by every major media group, advertisers, agency, portal, technology and service provider, its voice represents the interest of more than 5000 company members. IAB Europe coordinates activities across the region including public affairs, benchmarking, research, setting standards and best practices. The member countries are Austria, Belgium, Croatia, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Turkey and the UK. Our corporate members include Alacatel-Lucent, BBC.com, BusinessWeek, comScore Europe, Goldbach Media Group, Google, Hi-Media, Insites Consulting, Koan, Microsoft, Netlog, NewsCorp, Nielsen Online, Nugg.ad, Orange, Publicitas Europe, Sonnenschein, Truvo and United Internet Media.

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