



*MIXX Awards Europe Partners:*



**RECMA**



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## **Shortlist of Finalists announced for the MIXX Awards Europe 2013**

**Brussels – 2 May 2013:** IAB Europe is delighted to announce this year's shortlist for the MIXX Awards Europe 2013. The Awards received a record number of entries with a total of 234 cases and the jury nominated 3 cases per category. The winners of each category will be announced during the Awards Ceremony on the evening of the first day of IAB Europe's event Interact in Barcelona on 23<sup>rd</sup> May ([www.interactcongress.eu](http://www.interactcongress.eu)).

The 2013 shortlisted entries for the 8 categories are:

### **Brand Awareness and Positioning**

- TBWA Brussels – The birth of the bpack – Belgium
- Tribal DDB Istanbul – Magnum Kıvanç ile Haz Peşinde – Turkey
- Wieden + Kennedy – The Legendary Making of the Date – The Netherlands

### **Direct Response**

- Buzzman – The power of imagination – France
- Ontarget – Aygaz Conversion & Maintenance – Turkey
- Volontaire – Curators of Sweden – Sweden

### **Lead Generation**

- Carat – Opel Antara Drive in Romania – Romania
- These days – Champion of the Fans – Belgium
- V for Virals - Liseler Mesleğiyle Yarışıyor - Turkey

### **Best Brand/Product Launch**

- Duval Guillaume Modem – Push to add drama – Belgium
- Hoshva PR – Watsons Club + on Facebook: first social CRM in Ukraine – Ukraine
- Wieden + Kennedy – My Time is Now – United Kingdom

### **Experimental & Innovative Campaign**

- BBDO Russia Group – Car vs Piano – Russia
- DDB Latvia – SSE Riga Alumni donation campaign – Latvia
- The Geeks – The Risk Test – Romania

### **Cross-Media Integration**

- Codemedia – Show Your Sports Trick – Poland
- Submarine – De Alzheimer Experience – The Netherlands
- Wanda Digital – Ruffles Max Machine – Turkey

### **Mobile Platform or App**

- AKQA – Nike+ The British 10K – United Kingdom
- AKQA – World's cheapest taxi rank – United Kingdom
- Ogilvy Spain/OgilvyOne – Take them to school – Spain

### **Selligent Award**

- Emakina Direct – Samsung World – Belgium, The Netherlands, Luxembourg
- Stepstone – 100 days recruitment – Europe
- WAZ – The WAZ Aboshop – Germany
- Tagora – Home improvement loans – France
- ZOrganize – Extra Loyalty Card – The Netherlands & Belgium
- NH Hotels – NH World Loyalty Program - Global

The Judging panel of the MIXX Awards Europe is composed by Marc Bresseel, President, Client and Services at G14 Mediabrands, Chairman of the judges; Alain Heureux, IAB Europe; Thierry Téchy, Chief Strategy Officer at Selligent; Marcel.li Zuazua, Owner, Herraiz Soto & Co and Borge Sandengen, Managing Director at Mediafront.

**Alain Heureux**, representing IAB Europe in the jury, says: *“The 2013 edition of the MIXX Awards Europe is the best ever, gathering 234 cases from 24 different countries. This impressive number of entries demonstrates the value and the role of the European MIXX Awards: to provide the industry with one central repository for top class creativity and*

*efficiency and to celebrate Europe's creative talents from East to West and from North to South. In addition, all cases will be profiled in the Digital Advertising Yearbook ([www.digitaladvertisingeurope.com](http://www.digitaladvertisingeurope.com))! Join us and let's demonstrate the European power of creativity to the entire digital industry".*

Congratulations to all our shortlisted entries – we look forward to seeing you in Barcelona on 23<sup>rd</sup> May, [register now](#) to attend!

## **ENDS**

### **For more information, please contact:**

Elien Bernburg, Project Manager MIXX Awards Europe, [mixx.awards@iabeurope.eu](mailto:mixx.awards@iabeurope.eu)

Bénédicte Blondel, Communications Manager, [communications@iabeurope.eu](mailto:communications@iabeurope.eu)

### **Note to editors:**

The Marketing and Interactive Excellence Awards Europe 2013, or short, MIXX Awards Europe, celebrate the best interactive campaigns across Europe with entry restricted to case studies that have previously won an award at the national level.

The categories 2013 are:

1. Brand Awareness and Positioning
2. Direct Response
3. Lead Generation
4. Best Branch/Product Launch
5. Experimental and Innovative campaign
6. Cross-Media Integration
7. Best Mobile Platform or App
8. Selligent Award

MIXX Awards Europe website: <http://www.mixxawardseurope.eu/>

Video's for all nominated cases are available on <http://www.mixxawardseurope.eu/>

The MIXX Awards Europe are organised in partnership with Selligent, RECMA and Duval Guillaume Modem: <http://www.interactcongress.eu/sponsorship/157/MIXX-Awards-Partners.html>

### **About IAB Europe**

IAB Europe is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, market research and analytics industries.

Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

The member countries are: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, , Netherlands, Norway, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine and United Kingdom.

The corporate members include: AB Inbev, Adconion Media Group, Adition, Adobe, ADTECH, AGOF Services GmbH, AOL Advertising Europe, AudienceScience, BBC Advertising, CNN, CoAdvertise, comScore Europe, Creafi Online Media, Criteo, Deutsche Post, eBay International Advertising, Emediate, Evidon, Expedia Inc, Fox Interactive Media, Gemius, Goldbach Group, Google, GroupM, Hi-Media, Koan, Mediamind, Meetic, Microsoft Europe, Millward Brown, News Corporation, nugg.ad, Nielsen Online, OMD, Orange Advertising Network, PHD, Prisa, Proxistore, Publicitas Europe, Pubmatic, Quisma, Sanoma Digital, Selligent, Tradedoubler, Triton Digital, Truste, United Internet Media, ValueClick, Verisign, Viacom International Media Networks, Webtrekk, White & Case, Yahoo!, Yandex and Zanox.

The associate members include: Advance International Media, Aegis Media, Banner, Clarins, Desigual, ePrivacyConsult, Exponential, Inteliad, Mediabrands, Meetrics, NextPerformance, Rocket Fuel, Rubicon and Turn Europe.

[www.iabeurope.eu](http://www.iabeurope.eu)