



PRESS RELEASE: FOR IMMEDIATE RELEASE

First eDay ranking celebrates the best digital & media agencies in Europe at Interact 2014

Paris - 21ST May 2014 - IAB Europe celebrated the creativity of digital and media agencies, advertising networks and their brands last night at the gala dinner held as part of IAB Europe's Interact conferences in Paris (www.interactcongress.eu).

The eDay Ranking (European Digital Agency of the Year) was held for the first time this year and was generated by selecting award winning campaigns from different European and national awards from 28 European countries.

The 2014 winners are:

BEST EUROPEAN ADVERTISING & DIGITAL AGENCY IN DIGITAL COMPETITIONS

- Forsman & Bodensfors, Sweden

BEST EUROPEAN ADVERTISING AGENCY IN MEDIA COMPETITIONS

- Buzzman, France

BEST EUROPEAN MEDIA AGENCY IN MEDIA COMPETITIONS

- PHD London, UK

BEST EUROPEAN DIGITAL COUNTRY

- France

BEST EUROPEAN MEDIA COUNTRY

- UK

BEST EUROPEAN DIGITAL CAMPAIGN

- Perrier Secret Place - Ogilvy, France

BEST EUROPEAN MEDIA CAMPAIGN

- Milka Last Square - Buzzman, France

The full ranking can be viewed online here: <http://www.interactcongress.eu/articles/318/eDay-Ranking-2014.html>

Note to editors:

The eDay Ranking collates the scores of campaigns and agencies that have won in local and European awards to produce a total European ranking score.

The eDay Ranking awards:

- The best agency of the year
- The best media agency of the year
- The European country where most award winning campaigns have been created
- The most awarded creative person of the year
- The most awarded campaign of the year
- The network of the year

Liens:

www.interactcongress.eu

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PRESS RELEASE: FOR IMMEDIATE RELEASE

Winners announced for the fourth edition of IAB Europe's Research Awards 2014

Paris, 21st May - IAB Europe is delighted to announce the winners for its 2014 Research Awards, sponsored by comScore. The awards recognise and celebrate the contribution made to the development of the industry by innovative research projects and the teams behind them. The winners were announced last night at the gala dinner held as part of IAB Europe's Interact conference in Paris (www.interactcongress.eu).

Alison Fennah, Senior Business Advisor for IAB Europe says,

"Congratulations to our all of our 2014 winners and highly commended entries. The quality and quantity of the entries clearly demonstrates the impact robust research projects have on the development of the industry. The awards help to promote and share best practice across Europe, and the winning projects will add to IAB Europe's library of best practice and knowledge to be used and referenced by industry professionals."

The 2014 winning and highly commended entries are:

Category: Branding	
Organisation	Entry title
Winner: Bundesverband Digitale Wirtschaft (BVDW) e.V. (IAB Germany)	The power of creation
Highly Commended: Sticky	Google and Samsung uses Sticky to verify impact of tablet

Category: Ad Effectiveness	
Organisation	Entry title
Winner: Yahoo! France	Yahoo Consumer Connect & Coca Cola: Proving digital advertising's impact on offline sales

Category: Consumer Attitudes & Behaviour	
Organisation	Entry title
Winner: Microsoft	UK Families Research. A study from Microsoft and Sparkler.
Highly Commended: Yahoo! UK	Mediasenses

Category: Mobile Internet	
Organisation	Entry title
Winner: Yahoo! UK	Mediasenses

Category: Social Media	
Organisation	Entry title
Winner: Havas Media Brussels	SRP Study by Havas Media Brussels: The perfect match between TV & Social Media

Category: Multi-Screen	
Organisation	Entry title
Winner: IAB UK	IAB RealView – how consumers use connected devices and what advertisers can learn from this

Category: Audience Measurement	
Organisation	Entry title
Winner: comScore	Determining Publisher's Global Multi-Platform Audience

Category: Best Use of Research Budget	
Organisation	Entry title
Winner: Facebook and Vizeum UK	Measuring advertising's impact on store traffic using mobile geolocation data
Highly Commended: IAB Poland	Privacy in network

Nick Hiddleston, Worldwide Research Director, ZenithOptimedia was Chairman of the 2014 Jury which included by Bernd Vehlow, Head of Market Research at United Internet Media, Paul Hardcastle, Director, International Consumer Research at Yahoo!, Pawel Kolenda, Market Research Manager at IAB Poland and Nathalie La Verge, Managing Director at IAB Netherlands.

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Note to editors:

About the IAB Europe Research Awards

The IAB Europe Research Awards are an opportunity for the digital marketing industry to recognise and celebrate the contribution made to the development of the industry by innovative research projects and the teams behind them.

Winning projects will become part of the IAB Europe expanding library of proof points for industry professionals to use in their strategies and daily work. Each project can be entered for up to three relevant categories in the following list:

1. **Branding** - Projects that demonstrate the value of digital media to awareness or perception of a brand
2. **Ad Effectiveness** - How to use digital advertising to its best advantage
3. **Consumer Attitudes and Behaviour** - Shedding light on consumer media consumption, their views on digital media and what this means for the advertiser
4. **Mobile Internet** - Any advertising research project that includes results specific to mobile internet use
5. **Social Media** - Any advertising research project that includes results on specific social media campaigns
6. **Multi-Screen** - Research projects that include consumer use of multiple screens
7. **Audience Measurement** – Projects that have brought a significant development in measurement of the digital audience; this might be within a market or apply to a specific audience group
8. **Best Use of Research Budget** – Projects that have made use of a specified budget for a piece of research

More information about the jury: <http://interactcongress.eu/articles/319/Research-Awards-Jury-2014.html>



PRESS RELEASE: FOR IMMEDIATE RELEASE

Digital Industry Celebrates Creativity and Efficiency at Interact 2014 Winners Announced for the MIXX Awards Europe 2014

Paris - 21ST May 2014 - IAB Europe celebrated the best interactive/ digital campaigns across Europe last night at the gala ceremony on the first day of Interact in Paris (www.interactcongress.eu). In total the jury evaluated 304 entries from across Europe.

Townsend Feehan, CEO, IAB Europe says *"With a record number of entries I am delighted to see so many European markets producing creative and innovative digital campaigns. Congratulations to all of our winners!"*

The 2014 winning entries are:

Brand Awareness and Positioning

- Kommunal – Volontaire (SE)

Direct Response

- Toyota – Saatchi & Saatchi (NO)

Lead Generation

- Toyota – Saatchi & Saatchi (NO)

Best Brand/Product Launch

- Unilever Turkey - COLORS YARATICI PROJE YÖNETİMİ & MINDSHARE (TU)

Cross-Media Integration

- Google – R/GA London (UK)

Mobile Platform or App

- Expedia, Online Travel Agency – Expedia (UK)

The jury Chairman, Georges Mohammed-Cherif, Founder & Creative Director at Buzzman was joined by Bridget Jung, CCO Paris & Regional Creative Director for Europe West at DigitasLBi, Sabine Knöpfel-Ruth, Managing Director at PHD Germany, Leonie Koning, Managing Director at Initiative Netherlands and Neslihan Olcay, CEO - Maxus Global Turkey.

Georges Mohammed-Cherif, Chairman of the Jury says *“Being Chairman of the Mixx Awards 2014 jury makes me feel extremely honoured and flattered. Selecting and rewarding the best digital campaigns is, according to me, like selecting and rewarding what's more sophisticated and up-to-date in the communication eco-system nowadays.”*

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Note to editors:

About the MIXX Awards Europe

The Marketing and Interactive Excellence Awards' or short, MIXX Awards, reward the best interactive / digital campaigns in Europe. All cases that have won a similar award in their country are allowed to participate. Also any European country with no local MIXX Awards can participate. The only condition for agencies is to have won a gold, a silver or a bronze in recognised local awards.

MIXX Awards Europe is an initiative of IAB Europe. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, market research and analytics industries. The MIXX Awards mainly and solely goal is to celebrate and recognize the excellence in creative and effective digital and interactive campaigns from all over Europe.

The 7 categories are:

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

View the full shortlist: <http://interactcongress.eu/articles/294/MIXX-Awards-Europe-2014.html>

More information about the jury: <http://interactcongress.eu/articles/330/Mixx-Awards-Jury-2014.html>