

advertising in the age of interactive

For advertisers, every new medium brings with it new opportunities. Print introduced text and visuals, radio brought sound, and television represented a giant step forward with the moving image. But the Internet is unique. It brings together every component that came before it—audio, still images, text and video—while introducing its own, interactivity. The result? A quantum leap in both the art and science of advertising.



RANDALL ROTHENBERG
President/CEO,
Interactive Advertising Bureau

“One of the signal transformations of interactive media is that they break down many of the barriers among and between different forms of content,” says Randall Rothenberg, president and CEO of the Interactive Advertising Bureau. “That raises the bar on expectations” for advertising, not just among marketers but also among consumers.

The MIXX (Marketing and Interactive Excellence) Awards are the premier recognition of those marketers, agencies and publishers who embody the spirit of interactive advertising, who show how interactive media can be used to create effective marketing content that is not just a tolerable interruption but the kind of entertainment or information that consumers seek out.

“All other awards and honors in the interactive space tend to look toward creativity as an isolated value in and of itself, or look to effectiveness isolated. But what we’re trying to do is look at the totality of user experience in agreement with marketing goals and objectives—creativity *and* effectiveness,” says Rothenberg.

“As the IAB, we’re the defining institution of interactive advertising. We’re the industry body that interactive publishers, interactive agencies and marketers have accorded responsibility for defining what works, how it works and what should work, to identify and communicate emerging practices and note when those practices have become best practices,” says Rothenberg.

“The MIXX Awards are a big part of that.”

Since their inception in 2005, the MIXX Awards have honored the best marketing efforts of the interactive age, a time when the bar has been raised across the board. The winners tell the story of an industry changed for the better by new possibilities and the practitioners who bring them to bear.

**“THE IAB’S MIXX AWARDS
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MARKETING GOALS AND OBJECTIVES.”**

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"I think this would be the most amazing time ever in the history of advertising to be a creative in an ad agency," says Rothenberg. "The height of creativity in 1985 was an incredibly well-produced, expensive, 30-second spot. Now you have at your disposal tools and opportunities that were never ever available in the history of advertising. You can speak directly to the audience and have them speak directly back to you, and you can see in real time how that audience is reacting, and you can change it in real time."

"This" he says, "is what makes advertising a much more fulfilling enterprise than ever before."

**"IT'S ALL ABOUT
THE ECOSYSTEM."**

Part of the fulfillment of working in interactive advertising comes from being part of a dynamic interactive ecosystem, an extensive community of publishers, marketers and agency specialists. So this year, for the first time in its history and perhaps the first time in the history of interactive advertising awards, the IAB convened a MIXX Awards jury comprising not just marketers but also agency executives and publishers.

"One of our mantras is, 'It's all about the ecosystem,'" says Rothenberg, "so this year we decided we'd better drink our own bathwater and create a mixed judging panel." The result was a judging process in which the collected wisdom of the entire interactive ecosystem was brought to bear.

2008 MIXX Awards Judges

HEIDI BROWNING Senior VP, Client Solutions,
FOX Interactive Media

MARTY COOKE Chief Creative Officer, SS+K

MARK D'ARCY Chief Creative Officer, Time Warner
Global Media Group

JANE GRENIER Vice President, CondéNet

CHERYL GUERIN VP, Promotions & Interactive,
MasterCard Worldwide

JENNY HOWELL Manager of Interactive Marketing,
American Honda Motor Co.

CAROLE IRGANG Senior VP, Integrated Marketing
Communications, Kraft Foods

CAROL KRUSE VP, Global Interactive Marketing,
The Coca-Cola Company

WONYA LUCAS Executive VP & Chief Marketing Officer,
Discovery Communications

JEAN-PHILIPPE MAHEU Chief Digital Officer,
Ogilvy North America

TIM MURPHY Senior Director, Digital Marketing,
Anheuser-Busch

HANS NEUBERT Executive Creative Director,
Avenue A | Razorfish

MICHAEL PRIEVE Chief Creative Officer,
Doremus New York

SUZIE REIDER Director of Advertising, YouTube

DAVID ROMAN VP, WW Marketing Communications,
Personal Systems Group, Hewlett-Packard Co.

ALAN SCHULMAN Senior VP, Executive Creative
Director, Executive Director of User Experience, imc2

DEBBIE JO SEVERIN VP, Marketing, Covad
Communications Group, Inc.

BABA SHETTY EVP, Chief Media Officer, Hill Holliday

DAVID STURMAN Chief Technology Officer,
Massive (a Microsoft company)

LAUREN WIENER Senior VP, Meredith Interactive Media

JOANNE ZAIAC President, Digitas New York



ROB NORMAN
CEO, GroupM
Interaction Worldwide

SERVING AS EMCEE OF THE MIXX AWARDS GALA HELD IN NEW YORK ON Sept. 23 was Rob M. Norman, CEO of GroupM Interaction Worldwide.

“Tolerance of ads is not what it was,” says Norman, a colorful Brit who regularly riffs on all things interactive. “Advertising messages are more avoidable than ever, and people are reducing time spent with the traditional media we relied upon. So the question is, how do you insert advertising into new ways people are passing their time?”

“When we look for the best of the best in interactive marketing, we are looking at people’s ability to identify an audience’s likelihood to respond to certain kinds of messages,” he continues. “We are also looking for messaging that gets the greatest degree of opportunity from that exercise.”

“When you get those audiences, you have to get the most out of getting them,” he says.

As the master of ceremonies of the premier interactive advertising awards show, and the CEO of one of the world’s most prominent interactive media agencies, Norman is energized by the shifts taking place in the advertising world.

“The big macro challenge facing people now is how to find a relevant place for brands, a relevant and valuable form of communication in environments that are active and interactive rather than passive,” he says.

MIXX Award winners, past and present, are meeting that challenge.



CLASSICAL SPANISH **LONG** HEAVY METAL LINKEDIN
 ABSTAINER COUNTRY LIBERAL FACEBOOK
LIVE ENGLISH HIP-HOP GRUNGE STRAIGHT BROWN
 SUSHI PUNK CONSERVATIVE MYSPACE GREEN
 INDEPENDENT DEMOCRAT EMERGING YOUTUBE
 CHINESE **THE** REPUBLICAN RAP LATINO BURGERS
 WHITE SALSA TWITTER ENTREPRENEUR REGGAE
 FRIENDSTER ASIAN **DIFFERENCES** LIBERTARIAN
 NON-AFFILIATED KIMCHI ROCK & ROLL MERENGUE
 ANGLO JAZZ AFRICAN-AMERICAN PIZZA GAY
 CHICANO DIGITAL GOOGLE **SENSISAGENCY.COM**

why MIXX matters

past winners on the reputation-boosting, door-opening **IMPACT** of a Gold MIXX Award



Dean DeBiase

CEO, TNS Media

A MIXX Award is the standard for all to shoot for, and I'm honored to have been a recipient in partnership with our top client, Covad. The award spotlighted my personal and professional passion: leveraging strong teams,

with the next generation of digital resources, to create more effective marketing.



Alberto J. Ferrer

Managing Partner, Director of Direct + Digital Marketing, The Vidal Partnership

Winning a MIXX Award is like a really healthy helping of gravy: We get the recognition among peers that work not only delivered strong results but also was

among the best in the marketplace. Clients get the benefit of industry recognition of great work, which is a nice addition to their positive business results. The trophy also looks nice on the shelf.



Tom Beeby

Principal/Chief Creative, Stinson Partners

Our GE client specifically asked us to win a Gold MIXX Award, so it was especially gratifying. It's an award that lends instant credibility to any agency. And it's terrific on crackers!



Kevin Pfuhl

Managing Partner, Strategy, GJP Advertising

Winning a MIXX Award had both profound and unexpected effects for our agency. Profoundly, the award validated GJP's efforts to prove the efficacy of non-siloed integration between online, advertising, DR, media, design, and

branding. Unexpectedly, it played an integral role in rallying our entire staff and clients around a new approach to contemporary, consumer-driven communications that continues to define the agency today.



Ian Schafer

CEO/Founder, Deep Focus

As an independent, we are often faced with competition that is bigger, so it's up to us to prove we're better. We've been able to parlay the notoriety and respect that goes along with winning MIXX Awards into real business, real visibility and credibility, and real respect.



Carmen Graf

SVP/Group Media Director, GSD&M's Idea City

Winning the MIXX Award gave the agency, and our client, increased recognition as being a player in new and innovative media platform space. It has opened many doors in terms of first-look and first-to-market type

opportunities. Ultimately, it just reinforces our commitment to continually raise the bar for ourselves and the industry.

SUBMISSIONS TO THE 2008 IAB MIXX AWARDS hit record levels, surpassing last year's entries by nearly 40 percent. Hundreds of agencies, from native digital shops to large traditional ones, submitted outstanding work done for clients from every major vertical industry, including luxury, pharmaceuticals, automotive, financial, consumer, packaged goods, entertainment and technology.

Turn the next page to see who won this year's MIXX Awards!