

the internationalist

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newsbreak

from the blackberry of deborah malone



Pictured here: Danuta Shasah, Vice President/ Director of Media Services of Fidelity Investments and Shea Kelly, Senior Vice President & Account Director of MPG come to the stage atop New York's Three Times Square to accept their award.

Side Photos: Jury Chairman Tim Mickelborough shown with (1) Flavia D'Orazio and Lauren Richards of Media Experts; (2) Paul Leys of OMD- Ignition Factory; (3) Andrew McLean of PHD and (4) Sue Kallas of Starcom MediaVest

Bombardier, Dockers and Fidelity are all Big Winners in The Internationalist Awards for Innovation in Media

- Starcom MediaVest Group, PHD and Havas all have a significant number of wins
- For the 3rd straight year, Canadian and Australian work is among the top rankings, US & UK also have strong showings
- Colombia sees its first award with a fun World Cup campaign for Davivienda BankThe Integer Group in Denver outlined how they saved a company with their Victory Motorcycles campaign
- Independent Agencies like Just Media and IW Group also place in the rankings



- Media Innovations from ESPN and The Economist are among the winners

On May 25, atop New York's Times Square, some of the world's best and brightest media thinkers from around the world gathered to celebrate outstanding case study winners in the 3rd Annual Internationalist Awards for Innovation in Media. The Gala was sponsored by BBC World News, The Financial Times and Hub Culture; Tim Mickelborough, Global Head of Brand & Advertising at Thomson Reuters, was the Jury Chair.

Bombardier, submitted by Canada's Media Experts; Dockers, submitted by OMD and Fidelity Investments, submitted by MPG—all achieved Grand Prix status in these awards that are judged for the best total point scores in submissions that describe strategy, insights and results.

Gold winners included:

- Becel submitted by PHD Canada
- Canary Islands Tourism submitted by PHD Spain
- Coke & Food submitted by Starcom Shanghai
- Dairy Farmers Yoghurt submitted by Starcom MediaVest Australia
- Kimberly Clark- Poise submitted by Mindshare (US)
- Lionsgate—The Expendables submitted by Initiative (US)
- Network Ten submitted by Starcom MediaVest Australia
- O2 submitted by archibald ingall strettton (UK) Pedigree Latin America submitted by Havas Media
- Quebec Milk Producers submitted by Touche! PHD
- TELUS—Extreme High Speed submitted by Media Experts Canada
- West End Partnership submitted by Cake (UK)

To see the complete list of winners and view a short VIDEO of all the top work, go to:

www.internationalist-awards.com

There's no question that innovation is central to today's marketing as advertisers, agencies and the media owners themselves work hard to connect with a much-changed consumer. Technology, globalization, an economic re-setting and a new sense of shared responsibility have contributed to larger consumer expectations and greater business demands. In fact, the very definition of media is changing—particularly in a world that now recognizes the significance of Paid/Owned/Earned.

The winning case studies embodied the following TEN TRENDS:

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Created in January 2003 by Deborah Malone, The Internationalist was launched to connect the people and ideas in international advertising, marketing and media. Today The Internationalist is read in over 100 countries and has become a trusted source for international best practices. It is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational branding and campaign building.

The Internationalist is now IN PRINT, ONLINE and IN-PERSON — all to better serve the needs of this community.

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