



# BIMAs 2004 award Grand Prix to Future Proof's CD Rom for Keele University

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*iPod takes the 'Experts Choice' following a public vote*

PR9.NET November 24, 2004 - Future Proof claimed the highest and most prestigious award, the Grand Prix, at The British Interactive Media Association (BIMAs) ceremony last night. Both educating and inspiring, the CD Rom for Keele University targeted 14-16 year olds from lower socio-economic groups and deprived families: encouraging them to enter higher education. Taking the majority share of the public vote, Apple's iPod swept the board to win the publicly decided 'Experts choice' award. Winners in 22 different categories also received awards at the 20th annual BIMAs dinner.

According to Alasdair Scott, Chair of the Awards at the 2004 BIMAs: "The innovation and creativity displayed in this year's entries has been truly astonishing. The diversity and quality has made the judging process very difficult, but also enjoyable. It is great to see our industry back on its feet, focusing on capturing the imagination of its users with both greater innovation and a better understanding of effective design."

Future Proof's work for Keele University was considered by the judges to have both the quality and depth of design deserving of the Grand Prix. The project saw the company tackle the notoriously critical and often cynical youth market. According to the judges, the CD Rom inspired and educated the target audience with humorous and interactive content detailing life at university, degree information and career choices.

The 2004 panel of judges consisted of leading creatives in the fields of design, advertising, digital, film, music, broadcast and photography coupled with a large number of client-side representation from telecoms, broadcast, publishing, hi-tech and FMCG.

Introduced at this year's BIMAs, the 'Experts Choice' award recognises products, services, initiatives and events that have influenced the UK digital sector during the last 12 months. The iPod unsurprisingly gained the majority of the public vote which was conducted via an SMS voting system. Runner up in this category was the Disability Rights Commission's survey, which clearly revealed the importance and the impact of regulation and legislation on the digital industry.

Scott concludes: "Once again this industry proves that it can both innovate and challenge the creative status quo. The 2004 BIMAs reflect the maturity and continued enthusiasm in our market and we look with eagerness to next year's event. "

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## **About BIMA**

The British Interactive Media Association, BIMA, is the trade association representing the interactive media industries in the UK. Established in 1985, it brings new media into focus, through its activities and networking opportunities that provide clarity and guidance.

With more than 200 organisations and individual members from all sectors of the market, BIMA provides a valuable way to keep up with developments in a fast-moving sector. Members range from large software houses to up-and-coming developers, working online or on disc-based media, in education or business. All members share a common goal: To exchange information and advice on the technology, application and business of new media, and to promote the use of interactive technology to business and the public.

## **About immediate future Limited**

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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