



# Most Effectiveness Marketing Communications Chosen by the 2007 Summit Marketing Effectiveness Awards

Summit Awards, September 17, 2007

URL: <http://www.pr9.net/business/marketing/6349september.html>

*Antics Online, Inc. (United States), MOOPHSTUDIOS (Singapore), eStara (United States), Pario, Inc. (United States), Revalour (United States) and Go Giraffe Go (Canada) are the "Best of Category" Winners as the Number of Entries in the Prestigious Awards Program Reaches an All-Time High*

PR9.NET September 17, 2007 - PORTLAND, OR – Top honorees in this year's Summit Marketing Effectiveness Award have been announced this week. Recognized worldwide as the industry's most prestigious effectiveness awards, this year's contestants represent twenty-six countries worldwide. Best of Category, Winners and Finalists were selected in categories representing all sectors of marketing communications. Best of Category awards were given to winning-medal winners in six broad categories.

2007 Best of Category winners are:

- Business Image Single – Antics Online, Inc. (Belmont, CA) for their AMD "Dave" project
- Consumer Product Single – eStara (Reston, VA) for their "Opel Campaign"
- Business Image Campaign – Pario, Inc. (Atlanta, GA) "Own the Edge" for the U.S. Army Combat Readiness Center
- Public Service Single – MOOPHSTUDIOS LLC (Singapore) for their site "www.onesingapore.org" for ONE (SINGAPORE)
- Public Service Campaign – Go Giraffe Go Writing & Design Inc. (Regina Canada) for their "2006 Planned Parenthood Regina STI Campaign" on behalf of Planned Parenthood Regina
- Consumer Product Campaign – Revalour (Evanston, IL) for Nalley Pickles & Relish's "Pickles Music" radio campaign

[To view the above winning creative, visit <http://www.summitawards.com/competitions/competitions/marketing-effectiveness-award/>]

All entries to the Summit Marketing Effectiveness Awards were reviewed and scored by a panel of experienced judges representing many of today's top creative agencies worldwide. Only 15.5% of submissions were recognized in the 2007 competition. 8% Finalists, 6.5% Winners and 1% Best of Category.

The fourteen-year-old organization has established itself as one of the premier arbiters of creative and marketing excellence. Using rigorous evaluative criteria, this unique competition rewards those firms truly deserving of special recognition. Submissions Entries are judged using both individual and overall criteria.

• Individual:

- Submission's strength of approach relative to audience and product/service.
- Whether it establishes a feeling of want or need.
- How well it moves the audience closer to action.

• Overall:

- Ability to change, influence or reinforce audience knowledge, attitudes or beliefs.

Winners benefit from the recognition earned from the Summit International Awards. Among other things, winning helps with new business acquisitions, client stabilization and team cohesiveness. In addition to media exposure, winners also receive a free microsite on the Summit International Awards website. This earned benefit, unique in the awards business, brings winners increased inquiries and attention.

The Summit International Awards conducts three annual competitions: The Summit Marketing Effectiveness Award, The Summit Emerging Media Award and The Summit Creative Award. For more information on this year's competition or for more information on the Summit Awards organization, visit our website at [www.summitawards.com](http://www.summitawards.com) or call 503-297-9979.

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## About Summit Awards

The Summit Awards organization is dedicated to furthering excellence in the communications industry. It administers rigorous awards competitions throughout the year with the goal of recognizing companies and individuals that do more than what is expected

Throughout its fifteen-year history, the Summit organization has established itself as one of the premier arbiters of communication excellence. Companies and individuals, from more than 50 countries over five continents, participate in its awards programs.

Using rigorous evaluative criteria and blind judging processes, its competitions reward only those firms truly deserving of special recognition.

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