

## WEB MARKETING ASSOCIATION TO NAME THE BEST ONLINE ADVERTISING CAMPAIGNS



It's an exciting time for online advertising campaigns of the past, present and future. This is because the Web Marketing Association is about to select the best online advertising campaigns from different industries. This is the 10th year these awards have been handed out. The awards are known as the Internet Advertising Competition Awards. If you or someone you know would like to nominate an agency for their hard work you can do so at [IACAware.org](http://IACAware.org). There is a deadline for this so make sure to keep an eye out!

"Online video has exploded in popularity over the past few years as a form of advertising and it looks like this trend is likely to continue," said **William Rice**, president of the **Web Marketing Association**. "Videos can be standalone viral projects, serials, or page-based creative. Each online video ad will be judged on creativity, innovation, impact, design, copywriting, and use of the medium. The **IAC Awards** provides an opportunity to find out who is doing an outstanding job creating online video. Winning awards is also a great marketing opportunity for the winners to promote their work to senior management, customers and prospects."

The 2010 awards are based on entries from around 86 different ones. The nominations are from small businesses to social networks. You will find education and entertainment to also be in the mix. There are judges put into place to do the actual decision making. The different entries are scored and the highest score will be recognized with an award and also as the best online newsletter for the industry. "We believe that winning an industry specific award is more valuable to the participant. It allows the participants to be judges against their peers, just like in the marketplace," said Rice.

The 2011 Internet Advertising Competition Awards were quite fierce and Organic, Inc. brought home the award. Dozens of other agencies were also given awards based on their categories and hard work during the 2011 media year. Internet advertising is the key component here if you are trying to figure out if you qualify. Different marketing departments and interactive agencies get nominated every year. You won't regret being nominated for the 2012 award year for the Internet Advertising Competition Awards.

The deadline for nominations is January 31, 2012. The categories in which the agencies will be judged are based on design, impact, innovation, creativity, copywriting and etc. The different ads are broken down into categories like online ads, rich media, email message and newsletter. So if you are involved in some type of interactive media, then you have a chance of being nominated. Individuals and agencies are both eligible to be nominated for the 2012 Internet Advertising Competition Awards. It's a special treat to the innovation and hard work of these agencies. Get your nominations in now before it's too late. Judges will have the final say in who wins this year's awards.