Overwhelming Response To IAB Europe’s Research Awards

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Lightspeed Research to sponsor inaugural Awards

IAB Europe is delighted with the overwhelming response to its newly-launched Research Awards, the winners of which will be announced on the first day of the Interact Congress in Barcelona on 8th June (www.interactcongress.eu).

For six years IAB Europe has championed research carried out by members and associates that help the digital marketing industry prove and promote its effectiveness. The Research Awards were created to showcase and celebrate the best digital media research projects from across the Continent.

More than 85 entries have been received in the six categories: advertising effectiveness; consumer attitudes and behaviour; mobile internet; social media; cross media and branding.

Entries have come from all over Europe including Belgium, France, Germany, Ireland, Netherlands, Norway, Poland, Romania, Spain, Sweden, Turkey and the UK. As well as country-specific entries, both pan-European and global projects are represented. Many of the leading players in the digital sector have entered the judging.

Catherine Borrel, IAB Europeâ€™s Research Manager, says
â€œWe are delighted by the volume of entries, and particularly pleased to see the breadth of the IAB Europe network represented with submissions from 12 countries. This clearly shows that companies and trade associations across the Continent recognise the vital role played by strong research in driving the digital advertising industry forward.â€•

The judges for the Awards include Bruce Hoang â€“ Group Marketing Director, Orange Advertising Network, Faye Miller â€“ Marketing Manager Adconion, Patrick Marck â€“ General Manager IAB Belgium, James Smythe, Managing Director Culture of Insight and Laurence Bird, previously of IAB UK and CNN.

Once the award winners have been announced, IAB Europe will share top line results from all the projects as a comprehensive resource for industry professionals for circulation throughout Europe.

IAB Europe is grateful for the support of Awards sponsor Lightspeed Research. Roy Patel, Vice President at Lightspeed Research and one of the judges, said â€œWe are delighted to be sponsoring the inaugural Research Awards to be announced at the IAB Europe Interact Congress. The awards provide a platform for the best digital research to be showcased and it is an honour for us to be associated with such a prestigious event.â€•

For more information about the Research Awards and Interact please see www.interactcongress.eu
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