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## **Winners Announced In INMA Awards 2008 Competition**

BEVERLY HILLS (9 May 2008) –Winners in the 73rd Annual INMA Awards competition were announced May 7 at the INMA World Congress in Beverly Hills, representing the world's best newspaper marketing campaigns from the past year.

Before hundreds in attendance at the INMA Awards 2008 Gala Dinner at the Beverly Hilton Hotel, INMA unveiled nearly 90 first place, second place, and third place recipients of the coveted global prize. Awards were presented by INMA President Ed Efchak.

The INMA Awards 2008 competition generated 755 entries from nearly 200 newspapers from 34 different countries. For the first time, judging was conducted via the internet by 21 judges worldwide. Judges included executives in the media, advertising, marketing, and research industries. Judges selected award recipients in 10 categories in three circulation groups: under 75,000, 75,000-300,000, and over 300,000.

This year's competition marked new categories, all rewarding multi-media marketing efforts. Previous years' competitions rewarded creative use of a medium. The 2008 competition rewarded outcomes such as print subscription sales or online audience engagement -- using any media necessary.

The "Best of Show" award was presented to The Times of India, for a community service campaign titled "Lead India." Second place for "Best of Show" was given to Ekstra Bladet in Copenhagen, Denmark, for a community service campaign titled "Redaktionen/The Newsroom - An Internet-Based Editorial Platform For Schools." Meanwhile, third place for "Best of Show" was presented to De Standaard in Belgium for a readership campaign titled "Islam File."

The Times of India's "Best of Show" puts the Indian newspaper among elite company. Recent recipients of this coveted honour include Kleine Zeitung in Austria, Het Nieuwsblad in Belgium, Frankfurter Allgemeine Zeitung in Germany, The New York Times in the United States, Dagens Nyheter in Sweden, Berliner Zeitung in Germany, Cape Times in South Africa, The Australian in Australia, The New Zealand Herald, and Göteborgs-Posten in Sweden. The Times of India becomes the first Indian and Asian newspaper to ever win the INMA Awards competition's "Best of Show."

Three newspapers won more than one first-place award, led by The Times of India and Australia's Queensland Times with three, followed by Denmark's Ekstra Bladet with two.

Judging was based on concept, creativity, copy/graphic design, production, and overall effectiveness, as well as results. Entries were judged in comparison to other entries.

INMA is the world's leading provider of global best practices and marketing ideas for newspaper companies looking to grow amid profound market change. Based in Dallas with offices in New Delhi and Antwerp, the association has 1,200 members in 82 countries worldwide.

Award recipients by category are:

## Category 1: Print Subscription Sales

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### Under 75,000

- First Place: The Queensland Times, Ipswich, Queensland, Australia, "Ipswich Rewards Card - 'Rewarding Residents Daily'."
- Second Place: The Vindicator, Youngstown, Ohio, USA, "Pavlik Poster TV Promotion"
- Third Place: The Record, Kitchener, Ontario, Canada, "Come Sail Away"

### 75,000-300,000

- First Place: The Wall Street Journal Europe, Brussels, Belgium, "Knowledge & Understanding"
- Second Place: Austin American-Statesman, Austin, Texas, USA, "College 101 Subscription Campaign"
- Third Place: The Age, Melbourne, Victoria, Australia, "Pump Up The Volume"

### Over 300,000

- First Place: The New York Times, New York, USA, "Weekender 'Portraits' DRTV Campaign"
- Second Place: Toronto Star, Toronto, Ontario, Canada, "Social Justice - Without Challenge There Is No Change"
- Third Place: Orlando Sentinel, Orlando, Florida, USA, "Orlando Sentinel Daily Value Sunday Campaign"

## Category 2: Print Single-Copy Sales

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### Under 75,000

- First Place: Diario La Verdad, Maracaibo, Venezuela, "La Verdad Está Volando"
- Second Place: Geelong Advertiser, Geelong, Australia, "Geelong Cats"
- Third Place: La Chiva, Medellín, Colombia, "Taximania"

### 75,000-300,000

- First Place: Vecernji list, Zagreb, Croatia, "DVD Vukovar – A Give Away For Readers"
- Second Place: La Nación, Buenos Aires, Argentina, "Los Billetes de Gaturro"
- Third Place: De Standaard, Groot-Bijgaarden, Belgium, "Art"

### Over 300,000

- First Place: Gazeta Wyborcza, Warsaw, Poland, "Newspaper For Elections"
- Second Place: The Mail on Sunday, London, United Kingdom, "Prince - A World Exclusive"
- Third Place: Herald Sun, Herald and Weekly Times, Melbourne, Victoria, Australia, "National Geographic Ultimate Wildlife Film Collection"

## Category 3: Readership/Usage of the Print Newspaper

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### Under 75,000

- First Place: A Critica, Manaus, Amazonas, Brazil, "A Critica's Newspaper Institutional"
- Second Place: Irish Examiner, Cork, Ireland, "Drugs in Ireland"
- Third Place: Geelong Advertiser, Geelong, Australia, "Geelong Cats"

### 75,000-300,000

- First Place: De Standaard, Groot-Bijgaarden, Belgium, "Islam File"
- Second Place: The Australian, Sydney, New South Wales, Australia, "The Heart of the Nation"
- Third Place: Cape Argus, Cape Town, South Africa, "JobShop Press: 'Wednesday Is Resignation Day'."

### Over 300,000

- First Place: El País, Madrid, Spain, "El País. Querer Comprender"
- Second Place: The Dallas Morning News, Dallas, Texas, USA, "Brooks Egerton-Unequal Justice"
- Third Place: The Globe and Mail, Toronto, Ontario, Canada, "Life Launch"

## Category 4: Online Audience Usage and Engagement

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### Under 75,000

- First Place: Vanguardia, Saltillo, Coahuila, México, "Vanguardia Media"
- Second Place: The Frederick News-Post, Frederick, Maryland, USA, "The Wedding Planner Online"
- Third Place: Monroe Evening News, Monroe, Michigan, USA, "MonroeTalks.com"

### 75,000-300,000

- First Place: South China Morning Post, Hong Kong, Hong Kong, "SCMP Viral Video Campaign"
- Second Place: The Australian Financial Review, Sydney, New South Wales, Australia, "AFR 'Write Our Next Ad' Website Competition"
- Third Place: De Stentor, Apeldoorn, Netherlands, "De Stentor: Highschool Finals!"

### Over 300,000

- First Place: The Dallas Morning News, Dallas, Texas, USA, "HS GameTime-Take Your Best Shot"
- Second Place: The Straits Times, Singapore, Singapore, "ST701 Colleen Exposed"
- Third Place: The New York Times, New York, USA, "NYTimes.com Advertising Campaign"

## Category 5: Print Advertising Sales and Retention

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### Under 75,000

- First Place: The Queensland Times, Ipswich, Queensland, Australia, "Ipswich Rewards Card - 'Rewarding Residents Who Shop Local'."
- Second Place: Waikato Times, Hamilton, New Zealand, "Waikato Times Market Overview"
- Third Place: Daily Nation, Fontabele, St. Michael, Bridgetown, Barbados, "Forever I Do"

### 75,000-300,000

- First Place: Mid Day, Mumbai, India, "Media Nights at Hard Rock Café"
- Second Place: The Age, Melbourne, Victoria, Australia, "Newspaper Advertising Effectiveness Campaign"
- Third Place: Sunday News, Auckland, New Zealand, "Star Struck"

### Over 300,000

- First Place: Miami Herald Media Company, Miami, Florida, USA, "Classified 'Fire Your Job' Campaign"
- Second Place: The Seattle Times Company, Seattle, Washington, USA, "Trip Marketing Materials"
- Third Place: The Philadelphia Inquirer, Philadelphia, Pennsylvania, USA, "Mega Jobs B2B Campaign"

## Category 6: Online Advertising Sales and Retention

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### 75,000-300,000

- First Place: Cox Ohio Publishing, Dayton, Ohio, USA, "Cox Ohio Publishing Media Kit Website"
- Second Place: Cox Ohio Publishing, Dayton, Ohio, USA, "Demographic Targeting Campaign"
- Third Place: Cox Ohio Publishing, Dayton, Ohio, USA, "Dayton Daily News Online Competitive Media Sheets"

### Over 300,000

- First Place: The Sacramento Bee, Sacramento, California, USA, "Bee Products Sales Video 'Wired for Success'."
- Second Place: Gazeta Wyborcza, Warsaw, Poland, "Dual Media Advertising Offer"
- Third Place: Houston Chronicle, Houston, Texas, USA, "SEM Campaign"

## Category 7: Brand Awareness Across Platforms

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### Under 75,000

- First Place: Shepparton News, Shepparton, Victoria, Australia, "Shepparton News Redesign"
- Second Place: Olé, Buenos Aires, Argentina, "Men With Olé Under the Arm"
- Third Place: Correio Popular, Campinas, Paulo, Brazil, "80 Años Correio Popular"

### 75,000-300,000

- First Place: The Gazette, Montreal, Quebec, Canada, "Believe"
- Second Place: Lexington Herald-Leader, Lexington, Kentucky, USA, "Magnificent 7 Campaign"
- Third Place: The Australian Financial Review, Sydney, New South Wales, Australia, "AFR 'Write Our Next Ad' Brand Competition"

### Over 300,000

- First Place: The Times of India, New Delhi, India, "Lead India"
- Second Place: Los Angeles Times, Los Angeles, California, USA, "Personalities Campaign"
- Third Place: The Globe and Mail, Toronto, Ontario, Canada, "Life Launch"

## Category 8: New Brand/Product/Audience Development

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### Under 75,000

- First Place: Lawrence Journal-World, Lawrence, Kansas, USA, "Marketplace"
- Second Place: The Gold Coast Bulletin, Gold Coast, Queensland, Australia, "Goldcoast.com.au - Surf Our City"
- Third Place: Shepparton News, Shepparton, Victoria, Australia, "Shepparton News Redesign"

### 75,000-300,000

- First Place: Ekstra Bladet, Copenhagen, Denmark, "Redaktionen/The Newsroom - An Internet-Based Editorial Platform For Schools"
- Second Place: El Nuevo Día, San Juan, Puerto Rico, "Sal!"
- Third Place: La Nación, Buenos Aires, Argentina, "Los Billetes de Gatorro"

### Over 300,000

- First Place: The Times of India, New Delhi, India, "The Times NIE Program"
- Second Place: The Straits Times, Singapore, Singapore, "ST701 Get the Right Stuff"
- Third Place: Houston Chronicle, Houston, Texas, USA, "Mobile.chron.com -- New Audience"

## Category 9: New Marketing Services

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### Under 75,000

- First Place: The Queensland Times, Ipswich, Queensland, Australia, "Ipswich Rewards Card - Rewarding Residents Daily"
- Second Place: The Bakersfield Californian, Bakersfield, California, USA, "Condors Medallions"
- Third Place: Longmont Times-Call, Longmont, Colorado, USA, "Pictopia Advertising Program"

### 75,000-300,000

- First Place: The Vancouver Sun and The Province, Vancouver, British Columbia, Canada, "EBlast (E-press! and Linked!) And Two New Contest Online Websites"
- Second Place: Mid Day, Mumbai, India, "Impact Covers – Ford, Sawariya"
- Third Place: Las Vegas Review Journal, Las Vegas, Nevada, USA, "Monster Series"

Over 300,000

- First Place: Houston Chronicle, Houston, Texas, USA, "New SEM Power"
- Second Place: The Philadelphia Inquirer, Philadelphia, Pennsylvania, USA, "MediaLab/QVC"
- Third Place: Hebdo Québec, Montreal, Quebec, Canada, "PlanHebdo - A Web Based Planning Tool For Media Planners And Buyers"

## **Category 10: Public Relations and Community Service**

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Under 75,000

- First Place: The Northern Advocate, Whangarei, New Zealand, "Clean Up Our City - Taking Action on Graffiti"
- Second Place: Irish Examiner, Cork, Ireland, "Drugs in Ireland"
- Third Place: Al Día, San Jose, Costa Rica, "School Of Parents"

75,000-300,000

- First Place: Ekstra Bladet, Copenhagen, Denmark, "Redaktionen/The Newsroom - An Internet-Based Editorial Platform For Schools"
- Second Place: Mid Day, Mumbai, India, "Smoking Causes Blindness"
- Third Place: Cape Argus, Cape Town, South Africa, "World AIDS Day: "Choose Your Own Adventure"

Over 300,000

- First Place: The Times of India, New Delhi, India, "Lead India"
- Second Place: Gazeta Wyborcza, Warsaw, Poland, "Campaign: Let's Save Rospuda"
- Third Place: The Dallas Morning News, Dallas, Texas, USA, "TDMN Charities-'Helping Hands' Campaign"