



E3 Network Announces 2012 Best of International Gold Award Winners

Two E3 Agency Network members have received a Gold Award in the annual Best of International (BOI) Marketing Awards.

KONTICH, BELGIUM, June 6, 2013 /EINPresswire.com/ -- The E3 Agency Network (www.e3network.com), an international network of independent marketing communications agencies, has announced that two agencies have received a Gold Award at the annual 'Best of International' (BOI) Marketing Awards. Fifteen E3 member agencies submitted examples of their best work in communications, advertising, public relations and digital from 2012-2013 to the jury for nomination to the BOI Awards presentation.

Twenty-five cases were nominated for presentation to all E3 agencies at the Annual Meeting in Lisbon, Portugal, on 24-25 May 2013. Each agency was given eight minutes to present the case in any format they chose to the entire meeting delegation. Two entries received Gold awards: "Time for Antwerp" by BBC and "Mobile Capital of the World" by Igriega.

"Achieving a Gold award is a real accomplishment," said E3 award jury coordinator, Anton Loos. "The level of creativity and strategic thinking that went all of the cases presented was very impressive. There is truly a high level of exceptional work being produced by E3 agencies around the world."

About the winners

BBC's campaign "Time for Antwerp" for the Antwerp Tourism & Convention Bureau was one of the 2013 E3 Network BOI Gold Award winners. The campaign's goal was to put Antwerp on the map for tourists and meeting planners as a destination that can rival the Belgian capital city of Brussels in the minds of travel and event promoters.

"We used a striking umbrella concept to show the city as a pocket-sized metropolis, both historical and contemporary," said Dieter Jaspers of BBC Creativity in Belgium. "The idea was that Antwerp keeps its own time. The campaign took a historical date in Antwerp's history and turned into a time of day...so the year 1589 becomes 15:89 using the typography of a clock radio." The work brought the concept to life with printed and online communications that included a digital online guide, trade fair exhibition, and an iPad app, among other things.

The other BOI Gold winner was Igriega for the "Mobile World Centre" campaign for their client Telefónica. The multi-channel 360 degree campaign was created to publicize public how Telefónica and the city of Barcelona as the Mobile World Capital came together to build the Mobile World Centre: a museum that explains the mobile impact on societies around the world.

"We invited all the people around the world to join us in the biggest welcome that had ever been made," said Oriol Francas of Igriega in Spain. "To increase the participation, 3.5 meter high smartphones were built and placed in the most important shopping centers of Barcelona. These giant smartphone replicas were connected to the 'mobilewelcome' website and Twitter, so everybody was able to send their welcome and see it on the giant mobile screens."

The results were impressive: 57, 000 'welcomes' were registered on the website, including 55 celebrities who recorded welcome videos. The campaign generated more than 5 million hits on the site and had a press equivalent ROI worth over €3.800.000 euros.

For more information and to view the case examples, visit E3 network's web site at www.e3network.com.

About E3 Agency Network

The E3 Agency Network is a closely integrated coalition of independent brand strategy and marketing communications firms from around the world. The network focuses on growing brands locally and internationally by sharing global insights and collaborating on international marketing. E3 covers both B2B and B2C in over 25 industry sectors, with specialists ranging from advertising and social media to digital and mobile. Founded by five European advertising agencies in 1978, E3 has grown to include 31 member agencies and more than 650 professionals in 30 countries, including Europe, Asia, Australia and North America. The group's annual billings total more than €300 million and represent more than 350 brands. For information, visit www.E3network.com.

Anton Loos
E3 Agency Network
+32 3 451 00 00
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.