

Adludio Wins Best Advertising Company Award at Techcrunch Europa Awards 2016

Leading Sensory Advertising firm scoops top award, recognising its innovative blend of mobile first creative and location targeting.

LONDON, LONDON, UNITED KINGDOM, June 15, 2016 /EINPresswire.com/ -- LONDON, UK – June 15, 2016 – [Adludio](#), the leading [Sensory Advertising](#) company, announced today it received The Europas Award for the 'Best Advertising Company' category in a London ceremony on Tuesday Evening.

For the past seven years, The Europas have celebrated the most forward thinking, progressive and innovative technology companies in more than 20 categories and are considered the premier award for Europe's hottest tech startups.

Adludio was recognized for their next-generation, Sensory approach to

advertising and their work distributing and optimizing campaigns using mobile-first technologies that engage people's senses. "Our mission is to create the next generation of mobile advertising that is engaging, memorable and builds lasting brand relationships," said Paul Coggins, CEO of Adludio. "We have worked hard to create innovative online ads that engage consumers in a meaningful way through their sensory-based brand interactions, and we are honoured to be recognized by The Europas."

Adludio's creative campaigns offer a next generation approach to advertising, which use intuitive interactions on a mobile such as touch, move and feel, to deliver mobile campaigns that consistently outperform industry benchmarks and deliver strong ROI.

Sensory Ads created through Adludio's proprietary Darwin platform utilise [mobile first](#) technologies to enable scale and speed, programmatic delivery and sensory retargeting. Darwin allows campaigns to render perfectly on all devices, can include standard video or 360 video upon request and can be delivered in-app or mobile web programmatically. "With independent studies showing a 10x increase in brand recall for Sensory Advertising campaigns vs. mobile video, we believe that utilising multi-sensory advertising on smartphones is future of mobile advertising."

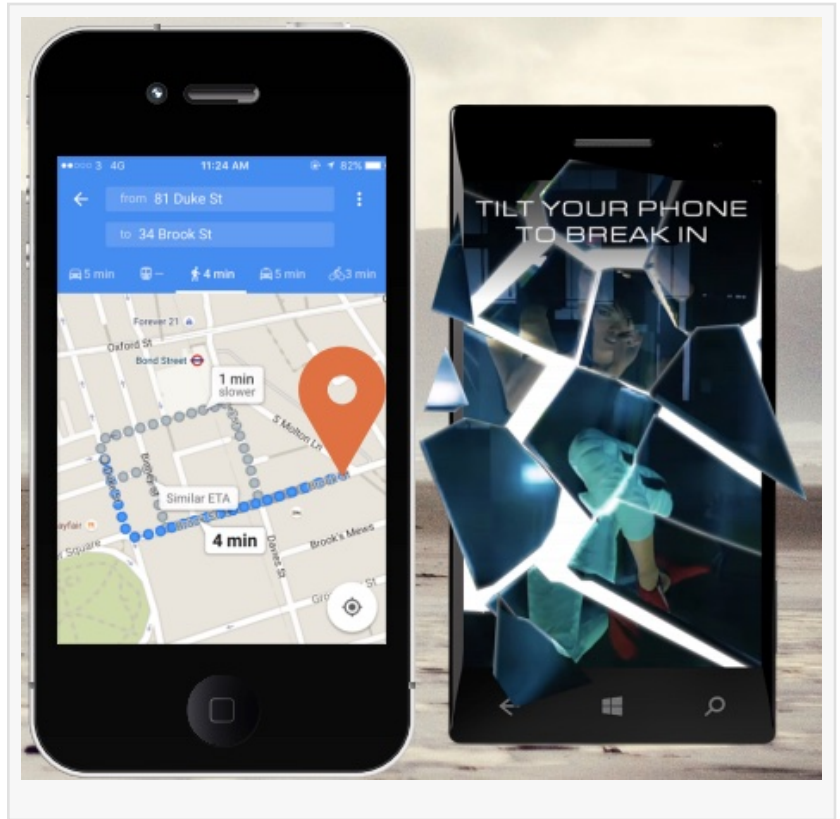


THE
EUROPAS
EUROPEAN TECH STARTUP AWARDS

About Adludio

Adludio are leaders in Sensory Advertising. They specialise in programmatic for the digital age by optimising ads to maximise advertisers' value for money. Their interactive campaigns engage people's senses through mobile first technologies, (3D, gyro, haptics, touch), and create better digital advertising experiences that help brands communicate with online audiences in a meaningful and enjoyable manner.

Adludio is based in the heart of London's Tech City, and has worked with some of the world's most iconic brands such as Unilever, Sky, Sony Music, PayPal, RedBull, Nestlé, BBC & Sky to create Sensory campaigns that are changing



the nature of advertising. They partner with hundreds of global premium publishers, and in addition to 'Best Adtech Startup' at the Europas 2016, Adludio was named 'Hot Company of the Year' at Festival of Media Global and Festival of Media Asia Pacific, won MOMA's 'Best User Experience' award, and the Innovation Prize at Eurobest-Lions Festival.

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Paul Coggins

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