

CREATIVE E-ALERT

Top stories and features
from CREATIVE:
29 June 2009



Tourism NSW



Columbia film program



SBS Promax Gold award winner



Steve Ballmer, Media Person of the Year

EVENTS & NEWS

▶ SOCIAL POWER

Spiral Media has been engaged by **Tourism NSW** to launch a national and international campaign, which utilises Spiral's social application video ad network to distribute three videos based on events including **Sydney Festival, Chinese New Year** and **Gay & Lesbian Mardi Gras**. International audiences are being targeted in San Francisco, Los Angeles, Spain, Singapore and Hong Kong on social networks like Facebook and MySpace. "In only a few weeks since the videos were posted, already more than 50,000 potential visitors to Sydney have chosen to view filmed highlights from some of this year's best **'Sydney in Summer'** events" said Tourism NSW executive director and general manager, **Lyndel Gray**.

▶ COLOMBIA FILM PROGRAM

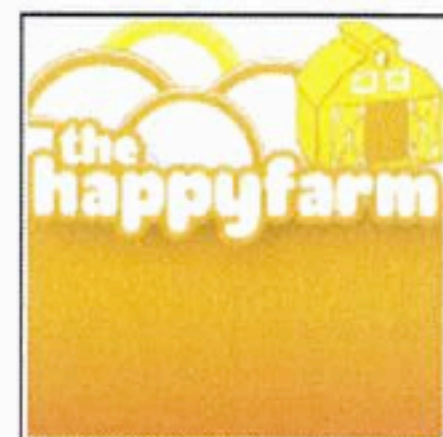
Four Australian films have been invited to screen at **The Museum of Modern Art of Bogotá (MAMBO)** in **Colombia**, three of them being produced at **Sydney Film School**. Filmmaker **Alvaro D Ruiz**, a Sydney Film School graduate with Colombian citizenship, will present his work under a special program for up and coming Colombian filmmakers sponsored by MAMBO and the **Colombian Ministry of Culture**. Included in the program are the films **Amanecer, Trapped, Memory** and **7:23**, all produced in 2007 while Ruiz was studying at the Sydney Film School.

▶ OFFSHORE SUCCESS

SBS has won nine **Promax|BDA Awards** at this year's event in New York, including four Gold Awards. The international Promax|BDA Awards recognise excellence in broadcast design and marketing. SBS won Gold in the Promax World Gold Design Awards for its **'Who Do You Think You Are?'** outdoor campaign featuring Olympian **Catherine Freeman**. In the **Promax World Gold Promotion & Marketing Awards**, SBS took home three Gold Awards for **Tour de France Federation Square** (in the general and content promotion - outdoor/environmental/transit ad category); **Olympics Ping Pong Perhaps** (in the Content Marketing Using Radio - Sports Program Spot including Live Event); and, **Tour de France Federation Square** (in the General and Content Promotion - Stunt Promotion).

▶ CANNES UPDATE

During the third awards night of the festival week, the **Cannes Lions International Advertising Festival** has honoured the winners of the **Press, Design** and **Cyber Lions** categories. Now in its second year, the Design Lions attracted 1139 entries, the Cyber Lions received 2205 submissions and entries totalled 5048 in the Press Lions. The Press Jury awarded 71 winners out of a shortlist of 290, whilst the Design Jury awarded 83 winners out of its 159 shortlisted entries and Cyber saw a total of 208 entries shortlisted with 80 winners awarded. The **Press Grand Prix** went to **Fred &**



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