

why MIXX matters

past winners on the reputation-boosting, door-opening **IMPACT** of a Gold MIXX Award



Dean DeBiase

CEO, TNS Media

A MIXX Award is the standard for all to shoot for, and I'm honored to have been a recipient in partnership with our top client, Covad. The award spotlighted my personal and professional passion: leveraging strong teams,

with the next generation of digital resources, to create more effective marketing.



Alberto J. Ferrer

Managing Partner, Director of Direct + Digital Marketing, The Vidal Partnership

Winning a MIXX Award is like a really healthy helping of gravy: We get the recognition among peers that work not only delivered strong results but also was

among the best in the marketplace. Clients get the benefit of industry recognition of great work, which is a nice addition to their positive business results. The trophy also looks nice on the shelf.



Tom Beeby

Principal/Chief Creative, Stinson Partners

Our GE client specifically asked us to win a Gold MIXX Award, so it was especially gratifying. It's an award that lends instant credibility to any agency. And it's terrific on crackers!



Kevin Pfuhl

Managing Partner, Strategy, GJP Advertising

Winning a MIXX Award had both profound and unexpected effects for our agency. Profoundly, the award validated GJP's efforts to prove the efficacy of non-siloed integration between online, advertising, DR, media, design, and

branding. Unexpectedly, it played an integral role in rallying our entire staff and clients around a new approach to contemporary, consumer-driven communications that continues to define the agency today.



Ian Schafer

CEO/Founder, Deep Focus

As an independent, we are often faced with competition that is bigger, so it's up to us to prove we're better. We've been able to parlay the notoriety and respect that goes along with winning MIXX Awards into real business, real visibility and credibility, and real respect.



Carmen Graf

SVP/Group Media Director, GSD&M's Idea City

Winning the MIXX Award gave the agency, and our client, increased recognition as being a player in new and innovative media platform space. It has opened many doors in terms of first-look and first-to-market type

opportunities. Ultimately, it just reinforces our commitment to continually raise the bar for ourselves and the industry.

SUBMISSIONS TO THE 2008 IAB MIXX AWARDS hit record levels, surpassing last year's entries by nearly 40 percent. Hundreds of agencies, from native digital shops to large traditional ones, submitted outstanding work done for clients from every major vertical industry, including luxury, pharmaceuticals, automotive, financial, consumer, packaged goods, entertainment and technology.

Turn the next page to see who won this year's MIXX Awards!