

INTERACT 2018: annunciati i vincitori di MIXX Awards Europe e IAB Europe Research Awards

Milano 24 maggio 2018 – La prima giornata di Interact, l'evento europeo per eccellenza sul digital marketing, si è conclusa ieri sera tardi all'insegna della premiazione dei vincitori di [MIXX Awards Europe](#) e di [IAB Europe Research Awards](#). Un riconoscimento e un plauso – da una giuria d'eccezione – alle migliori campagne digitali dell'ultimo anno in Europa, ma anche a quelle che hanno contribuito allo sviluppo dell'industria della pubblicità digitale.

People Initiative, MediaCom, LDV United, Initiative Russia, RAFINERI, Havas Media, DBi, Ecselis, Golin e MullenLowe Romania, AKBANK e Ekstra Bladet sono i vincitori delle diverse categorie previste per i [MIXX Awards Europe](#).

On Device Research, Inskin Media, OMD EMEA, OMD Spain, Oath, comScore, BBC Global News Limited e Médiamétrie sono invece i vincitori di [IAB Europe Research Awards](#).

Di seguito i dettagli per premio e singola categoria.

I vincitori di Mixx Awards Europe

GRAND PRIX

People Initiative From Inside the Plot

<i>Categoria: Display Advertising</i>	Gold: RAFINERI Sahibinden: Warm Home For All Silver: Hype Pegasus Airlines Do You Still See The Same Ads?
<i>Categoria: Mobile Display Advertising</i>	Gold: Havas Media, DBi, Ecselis Tour de Tech Silver: AKBANK Smart Audience Targeting on Facebook

<p><i>Categoria: Video Advertising</i></p>	<p>Gold: People Initiative From Inside the Plot</p> <p>Bronze: Mindshare Turkey Rexona Aurora</p>
<p><i>Categoria: Social Media</i></p>	<p>Gold: Golin and MullenLowe Romania ELECTRIC CASTLE</p> <p>Silver: LDV United Dare to Play - Special Olympics Belgium</p> <p>Bronze: Golin and MullenLowe Romania VANILLA SKYPE</p>
<p><i>Categoria: Search Advertising</i></p>	<p>Gold: AKBANK The Future of Search Ads</p> <p>Silver: Hype Turkcell – What was not up and running?</p> <p>Bronze: MediaCom Worldwide and Bose Bose 360 Degree E-commerce Search Strategy</p>
<p><i>Categoria: Native Advertising</i></p>	<p>Gold: Ekstra Bladet Denmarks Best Idea</p>
<p><i>Categoria: Branded Content</i></p>	<p>Gold: People Initiative From Inside the Plot</p> <p>Silver: MediaCom Akbank Jazz Version Of The City</p> <p>Bronze: Havas Media UK #BEHEARD – AJ Fight of the century</p>
<p><i>Categoria: Responsive Display Advertising</i></p>	<p>Gold: People Initiative From Inside the Plot</p> <p>Silver: MediaCom Audi Dealer Campaign</p>
<p><i>Categoria: Virtual and Augmented Reality</i></p>	<p>Gold: MediaCom Sea Hero Quest VR</p> <p>Silver: milklab Media</p>

	<p>SmARt Engine</p> <p>Bronze: SAMSUNG POLAND, VML, MELT, PAPAYA FILMS The Missed Spaceflight</p>
<i>Categoria: Campaign Effectiveness</i>	<p>Gold: LDV United Dare To Play – Special Olympics Belgium</p> <p>Silver: J.Walter Thompson Her Street View</p> <p>Bronze: Golin and MullenLowe Romania VANILLA SKYPE</p>
<i>Categoria: Programmatic Advertising</i>	<p>Gold: Initiative Russia Dry Shampoo</p> <p>Silver: Mindshare Turkey MAC Cosmetics, Footfall Increase with Programmatic OOH</p>
<i>Categoria: Integrated Advertising</i>	<p>Gold: People Initiative From Inside the Plot</p> <p>Silver: LDV United Dare to Play - Special Olympics Belgium</p>
<i>Categoria: Effective Use of Data</i>	<p>Gold: MediaCom Akbank Jazz Version Of The City</p> <p>Silver: Spotify Spotify – “The Hunger Spotter”</p>

I vincitori di IAB Europe Research Awards

<p><i>Category: Brand Advertising Effectiveness</i></p>	<p>Winner: On Device Research, Google, OMD, Essence, MediaLab</p> <p>From On-device to Out-of-home</p> <p>Highly Commended: Inskin Media, Research Now, Moat</p> <p>Through the Eye and Into the Brain</p>
<p><i>Category: Consumer Attitudes and Behaviour</i></p>	<p>Winner: OMD EMEA</p> <p>Retail Revolution</p> <p>Highly Commended: Oath and Kantar Consulting</p> <p>Brand Love Index</p>
<p><i>Category: Consumer Devices</i></p>	<p>Winner: OMD Spain, Omnicom Media Group, Annalect</p> <p>CROSSroads™</p>
<p><i>Category: Digital Advertising Formats</i></p>	<p>Winner: Oath, Pilot, Virao</p> <p>User Insights From Another Reality</p>
<p><i>Category: Advertising Solutions</i></p>	<p>Winner: comScore</p> <p>Free Viewability</p>
<p><i>Category: Research and Data Innovation</i></p>	<p>Winner: BBC Global News Limited</p> <p>SOE Toolkit</p>
<p><i>Category: Audience Measurement</i></p>	<p>Winner: Médiamétrie</p> <p>Total Internet Audience in France</p>