

Thursday April 28, 2010

"Click2Bid" WINS at INMA

The 2010 INMA Newspaper Marketing Awards, honouring excellence in newspaper marketing worldwide, were presented at a gala dinner last night, April 28, before more than 400 delegates to the INMA World Congress in Times Square, New York.

The INMA Awards had earlier this year announced 90 marketing campaigns from 57 newspapers in 19 countries as finalists in the 2010 competition.

Although Click2bid faced stiff competition from the other two finalists in its category, The New York Times and The Sydney Morning Herald, it was last night announced the winner in Category 5: Advertising Sales and Retention (over 300,000 circ). Project manager Amanda Burton and external consultant Nicola Walsh were both there to accept the award on the newspaper's behalf.

"The auction platform offers a win, win, win scenario." said Nicola Walsh of InXcess. "The Newspaper generates incremental revenue, the advertisers fund their campaigns at a wholesale cost of their products, and consumers get a fantastic deal at up to 50% off the usually selling price of the items."

Amanda Burton of The West Australian was also very pleased with the result. "Click2Bid was a very strong sales initiative for The West Australian, generating over \$3 million worth of incremental revenue. It is very exciting to be recognised by INMA for such an innovative project."

Advertising Director at The West Australian, David Bignold was also present and understandably delighted with the win. "Click2Bid is a fantastic program for us. It was the biggest ever online auction in the southern hemisphere and we are already in preparations to make Click2Bid bigger and better in 2010."

Judges for the 2010 competition included 23 top executives from media companies, product manufacturers, and consulting firms worldwide. Judges came from countries such as Australia, Canada, Finland, Guatemala, Iceland India, Ireland, Italy, Jamaica, The Netherlands, Pakistan, Peru, South Africa, and the United States.

Australia is the second most accomplished country (behind the U.S) in terms of past winners with 16 Australian newspapers including The Age, The Australian Financial Review, and The Daily Telegraph having secured first place honours since the Awards inception. This is the second win for The West Australian and the second win in as many year for media sales consultancy, InXcess who's client The Sunshine Coast Daily (APN) won last year's Print Sales Subscription category (under 75 000).

For further information please contact:

Nicola Walsh
Lead Consultant
M +61 (0) 4 0084 1130
nicola.walsh@inxcess.com.au

inXcess
Pty Ltd

OR



Amanda Burton | General Manager West Solutions | The West Australian

P (08) 9482 3486 | M 0405 063 224 | F (08) 9482 9092 | E amanda.burton@wanews.com.au