

ADWEEK

BRANDWEEK MEDIaweek

(National)
May 03, 2010

WIRELESS PROMOTION
BEST USE OF A WIRELESS PLATFORM
FOR A BRAND PROMOTION

Participant Media/TakePart and Waterfall Mobile for The Cove "Text Dolphin to 44144"

The in-theater call to action played a large part in accomplishing the movie's goals—to get people engaged in saving the 20,000 dolphins slaughtered each year.



SPECIAL ADVERTISING SECTION TO ADWEEK, BRANDWEEK AND MEDIaweek

2010 BUZZ Awards

Honoring the best in brand integration, the BUZZ Awards recognize campaigns that catch fire and use media and product placement in innovative ways that resonate with pop culture.

ADWEEK

Jason Brand
Account Executive/Founder

Kathy Salzman
Secretary
Chief Creative Officer,
President

Scott Parly
SVP
U.S. General Chairman

Elizabeth Hays
Executive Vice
Senior Vice President
Global Media Sales

Richard Loomer
Asst. VP
CEO and Founder, Author
of "Turn Marketing 90°"

Barbara Uppert
Account Executive
ADWEEK

Barry Lindquist
The Media Kitchen
President

Ann Mack
Director of Packaging

Bill O'Boyd
Desktop Digital Media and
Desktop Entertainment
CEO

Ben Palmer
The Partner Group
CEO and Co-Founder

Elizabeth Saper
Account Executive
Advanced Media
Creative Editor

Unity Studios
Organizational Management
CEO

Tina Mills
SVP Marketing Group
CEO

Paul Washington
Account Executive
Marketing



WINNER
"The Best of America" (ABC)
The show's best moments are gathered with celebrity hosts for clips. The same opening line always is used: "Welcome to America, you better enjoy it or die!"



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