

Turning over a new leaf pays off

Lipton's 'Turn over a new leaf' campaign wins three awards in international Interactive Media Awards (IMA).

 By [ActivRetail](#) 27 May 2008

The first quarter awards in the international Interactive Media Awards were announced in New York recently and Lipton South Africa's *Turn over a new leaf* campaign's websites www.liptonhabits.co.za and www.liptonquiz.co.za designed by Cow Africa, won Best in Class in three categories.

The awards recognise the highest standards of excellence in website design and development and honour individuals and organisations for their outstanding achievement.

South Africa's Lipton *Turn over a new leaf* campaign websites were awarded Best in Class in all three categories in which they were entered, namely consumer goods, healthcare and advertising. According to the IMA, "The Best in Class award is the highest honour bestowed by the IMA. It represents the very best planning, execution and overall professionalism. In order to win this award level, the winning website had to successfully pass through the comprehensive judging process, achieving very high marks in each of the judging criteria - an achievement only a fraction of sites in the IMA competition earn each year The Best in Class award."

IMA judges evaluate websites based on five criteria: design, content, feature functionality, usability and standards compliance (including cross-browser compatibility).

When asked about the websites Cow Africa's Creative Director Donald Swanepoel commented, "Facebook applications are a dime a dozen, so we wanted to come up with something that is inherently useful and utilises the networks that people depend on to change their behaviour. This, when coupled with an interactive lifestyle quiz, made for an entertaining and interactive online campaign."

ABOUT ACTIVRETAIL

The strategic partnership between ActivRetail and BizCommunity offers the best news of its kind to the retail industry. In a strategic positioning agreement, ActivRetail and Retail.Bizcommunity have created an association by bringing a joint offering to this sector in terms of news, information, research, services and product news. This creates the best news, media, business and trade services to stakeholders within this vibrant industry. Please continue to submit news and updates to editor@fmcg.co.za. Or visit: [ActivRetail](#)
View my profile and articles...

For more, visit: <https://www.bizcommunity.com>