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LATEST NEWS

Frost & Sullivan award winners

SYDNEY: PBL and Google are the standout winners in the Digital Media Advertising vertical of Frost & Sullivan's 2007 Australia Best Practices Awards.

In its second year, the Frost & Sullivan Australia Best Practices Awards program has been rejigged to split each category into Advertiser Satisfaction and Market Leadership streams.

Advertiser Satisfaction awards are based on customer satisfaction ratings from Frost & Sullivan's demand side market surveys, while Market Leadership awards are judged according to market performance in the past financial year.

"These awards recognise outstanding market performances by the recipients, based on actual revenues growth and service levels achieved," said Frost & Sullivan Australia ICT research director Darryl Nelson.

"Our three dedicated ICT research programs this year have the unique focus of covering high growth markets, where change is disrupting established infrastructures and business models. Companies that are attaining best practices in such highly dynamic environments are setting the benchmarks, and our annual awards are designed to demonstrate that," said Nelson.

In the Digital Media Advertising vertical, six awards were up for grabs.

Google reigned supreme in the Online Search Advertising category, winning both the customer satisfaction and market performance streams.

In the Online Classifieds Advertising category, PBL's part-owned Carsales.com.au took out the advertiser satisfaction stream, while PBL's part-owned Seek.com.au won the Market Leadership stream.

PBL's part-owned Ninemsn portal took out the Advertiser Satisfaction stream in the General Online Advertising category, while Tempest Media won the Market Leadership stream.

This year's awards banquet will be held at the Hilton Sydney on 16 November and preceded by a digital media round-table session at 4pm. The round-table will include a wrap-up of the digital media market in Australia in 2007 and an outlook for 2008 from Darryl Nelson, followed by a panel discussion and open Q&A session from the floor.

Topics for the panel discussion include the use of online for brand versus direct marketing campaigns, the digital skills shortage, the role of media agencies in the digital value chain, broadband and the importance of telcos in the success of mobile advertising.

Story by: Mark Chenery

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QUICK POLL

QUESTION:

In this issue of AdNews we look at the legal trappings of including user-generated content in advertising. Is UGC worth the risk?

- UGC is too risky, safer to avoid
- The risks are high, but so are the rewards
- If done carefully, UGC is perfectly safe
- UGC is a fad, why bother?

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