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## **SERIOUS IDEAS WINS TOP HONORS AT 2008 INTERACTIVE MEDIA AWARDS**

### ***Serious Ideas wins outstanding achievement in website development from Interactive Media Awards***

Creative agency Serious Ideas has won the Interactive Media Awards (IMA) Outstanding Achievement award for its own 'Serious Ideas City' website. The agency outclassed stiff competition in the 'website design/development' category to achieve this industry accolade, including entries from big hitters such as Sony, BMW, Pizza Hut and Starbucks and agency peers including Grey Direct & Digital and OgilvyOne Worldwide. The Outstanding Achievement award is the second highest honour bestowed by the IMA.

Since the agency's inception in 2005, digital marketing has become one of Serious Ideas' most sought after and rapidly growing creative offerings. Led creatively by Chris Norton, the digital team now works closely with several brands, including London Business School and the Chartered Institute of Marketing.

Serious Ideas' founding partners Scott Williams and Chris Norton explained: "The site's a great reflection of our style, personality and approach. It's testament to the creativity of our ideas people that such inspiration and perspiration has been recognised by such a prestigious body – especially against such respected competition. Jolly good show!"

To win an award, entries to the IMA awards have to successfully pass through a comprehensive judging system. The judging panel, which comprised of experts from a cross section of international corporations and creative agencies, utilised a points-based scoring system which allowed each entry to receive a maximum of 500 points. By adhering to the specific guidelines and criteria of this system, the judges were able to maintain the highest degree of fairness, accuracy and integrity when evaluating entries. The Serious Ideas City website was scored using the five specific criteria of design, content, feature functionality, usability and standards compliance and cross-browser compatibility. Serious Ideas scored consistently highly across the board, receiving a flawless 100% for the latter category.

Commenting on Serious Ideas' award, Aaron Warner at the IMA said: "The IMA awards recognise the highest standards of excellence in website design and development and honour individuals and organisations for their outstanding achievement. The Serious Ideas City website has excelled in all areas of our judging criteria and represents a very high standard of planning, execution and overall professionalism. A jolly good website from a team of jolly nice people!"

The Serious Ideas City website can be explored at [www.seriousideas.com](http://www.seriousideas.com).

**ENDS**

For further information about Serious Ideas and its recent IMA award win, please contact Lea Pateman at [lea@seriousideas.com](mailto:lea@seriousideas.com) or call her on 01932 247257.

**Serious Ideas**

Serious Ideas is an ideas-powered multi-discipline creative agency. Our services include design digital and direct response; brand planning, customer insight, data planning and video production. We thrive on our ideas. Our clients do too.

**Interactive Media Awards**

The IMA awards recognise the highest standards of excellence in website design and development and honour individuals and organisations for their outstanding achievement. Created by the Interactive Media Council Inc (IMC), a no-profit organisation of leading web designers, developers, programmers, advertisers and other web-related professionals, the competition is designed to elevate the standards of excellence on the Internet and offer winners a boost in marketing and exposure. IMC serves as the primary sponsor and governing body of the Interactive Media Awards, establishes the judging system and provides the judges for the competition.

For further information about the Interactive Media Awards, please visit [www.interactivemediaawards.com](http://www.interactivemediaawards.com).