

EMG Nominated at DMACS Awards

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IRVINE, CA – Earthbound Media Group (EMG) is honored to announce its nomination by the Digital Movie Advertising Creative Showcase (DMACS) awards for its work on the cross-channel marketing campaign for 20th Century Fox's I Love You, Beth Cooper. EMG submitted the campaign to the category of Multi-Channel Cross Media Campaign for Theatrical or Home Video Movie Releases, and the campaign's primary website, www.iloveyoubethcooper.com, was chosen as one of the three nominees for the cross-channel category.

"I was ecstatic when we heard we were up for a DMAC Award for the work we did on the I Love You, Beth Cooper online campaign for client 20th Century Fox," explained EMG Creative Director and Partner Lawrence Williford. "And although this time we didn't take home a statuette, it was still a huge honor to be nominated amongst such great campaigns including the winner of our category Coraline."

EMG was one of three nominees alongside campaigns for Coraline by Weiden + Kennedy and Laika Studios/Focus Features and Fast and Furious by the Visionaire Group and Universal Pictures. The Multi-Channel Cross Media Campaign category was judged by a panel of DoubleClick, YouTube and Google spokesperson and submissions involved at least three interactive digital elements, including Rich Media ads.

Appropriately launched over Valentine's Day weekend by EMG, the I Love You, Beth Cooper official movie website at iloveyoubethcooper.com allows users to completely tailor their promotional web experience and interaction via social media platforms including Twitter, Facebook and YouTube as well as interactive widgets. The official site also provides an option for users to create a customized trailer complete with personalized pop-up commentary and e-card functionality. In turn, users are able to share and confide their juiciest confessions via personalized I Love You, Beth Cooper-inspired messages online.

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About the Digital Movie Advertising Creative Awards (www3.doubleclick.com/dmacs/faqs.html#selection)

Now in its fourth year and originally called the IMACS, the Digital Movie Advertising Creative Awards was the first and only event dedicated to showcasing the best creative and interactive movie advertising. It is sponsored by DoubleClick Rich Media and Susan Lambert.

About EMG(www.earthboundmediagroup.com)

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

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