

EMG Takes Home a 2008 WebAward

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IRVINE, CA – In recognition for excellence in website design and development, Earthbound Media Group (EMG) is thrilled to announce its win at the twelfth annual WebAwards Competition. Winning the Standard of Excellence within the category of Healthcare Provider, EMG's Loma Linda University Medical Center enterprise-level, content managed website lomalindahealth.org was honored for its excellence across all disciplines including technology, creative and content.

Launched in December of last year, Loma Linda University Medical Center's consumer-centric website incorporates a visually appealing user interface with intuitive navigation and content features such as an interactive virtual tour, health library, find a doctor and symptom navigator.

"EMG is honored to receiving this award," said Managing Partner and Chief Operating Officer Blaine Behringer. "This was a highly competitive competition, and we are proud to be recognized by the distinguished Web Marketers Association for our creativity, drive and the hard work that went into this project."

This year's competition has been the most competitive to date with more than 2,400 sites from 45 countries being judged in 96 industry categories. Evaluated by a panel of independent experts ranging from advertising executives to creative directors, each individual entry was evaluated according to seven criteria including design, innovation, content, technology, interactivity, copywriting and ease of use and given scores from 0 to 10 for each category. The competition's judges also assumed the role of the specific site's target user and recorded their observations, comments and scores.

Receiving a total score of 53 points out of 70, EMG qualified for the Standard of Excellence WebAward and ranked higher than the industry and WebAward averages based on the collection of websites entered in the competition, particularly in the areas of both content and copywriting.

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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