

EMG Receives Gold Hermes Award for 20th Century Fox Project

Date: 05-06-2009 08:50 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Earthbound Media Group](#)

IRVINE, CA – Earthbound Media Group (EMG) was recently awarded a 2009 Gold Hermes Creative Award – the fourth time EMG has been honored by the Hermes Creative Awards competition. EMG won its Gold Award in the “Viral Marketing” category for Twentieth Century Fox’s official I Love You, Beth Cooper movie website and viral widget. To heighten awareness and promote the film’s website, viral widget and trailer personalizing capabilities, EMG developed and managed a cross-channel campaign comprised of search engine, social media, digital public relations and viral marketing initiatives.

“With a very tight, ten-day production timeline, limited budget and limited creative assets supplied by the studio, EMG was able to think big and deliver a successful buzz and viral campaign via social media, digital public relations and search engine marketing,” explained EMG Vice President of Entertainment Jayson Oertel. “In a matter of days, we were able to yield impressive figures that client Twentieth Century Fox was truly satisfied by. On behalf of EMG, I am extremely honored by this recognition. Simply put, the Hermes Award is a reflection of the innovation, quality and talent of our entire team.”

Launched over Valentine’s Day weekend, the EMG-built I Love You, Beth Cooper website features a personalized movie trailer platform for viral sharing via e-cards, mobile phone and popular social media networks including Facebook and MySpace. The customizable trailer widget invites users to publicize their feelings of love, like, friendship and rejection to friends. Through the added bonus of personalization, users are able to tailor the content featured in a pop-up commentary format that simultaneously appears within the rolling trailer.

Evaluated by the Association of Marketing and Communication Professional’s (AMCP) over a two month period, the Hermes Creative Awards recognizes the industry’s outstanding work and service. This year’s competition alone drew over 3,700 entries submitted by advertising agencies, public relations, marketing firms and freelance professionals across the United States and around the globe.

As a recipient of the Gold Award, EMG’s efforts were recognized for exceeding high standards of the industry norm in terms of quality, creativity and resourcefulness. Approximately 17 percent of the entries submitted won this award.

To see the EMG-built campaign live, explore the official I Love You, Beth Cooper movie website at www.iloveyoubethcoopermovie.com.

###

About the Hermes Creative Awards (www.hermesawards.com)

Administered and judged by the Association of Marketing & Communication Professionals (AMCP), the Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies.

About Earthbound Media Group (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.

Earthbound Media Group

14988 Sand Canyon Ave., Studio 5
Irvine, CA 92618
Press Contact: emginfo@earthboundmediagroup.com

[You can find this press release here](#)