

The argonauten G2 win gold and silver at the New York festivals

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The argonauten G2 are looking back on a successful weekend at the festivals in New York. The multi-channel agency received the coveted World Medal – not once, but three times. Two World Medals in gold and silver went to the Digital Concert Hall in the categories Best Use of Medium/Website and Entertainment Promotion, respectively. The argonauten G2 also received a silver World Medal for the Volkswagen 2028 web special in the Corporate Image/ID category.

Both the Digital Concert Hall and Volkswagen 2028 are among the most successful projects of the argonauten G2 in this awards season so far. In addition to the two World Medals in gold and silver, the Digital Concert Hall has already won a LeadAward in gold, a Golden Cube at ADC Global and a Pencil in Bronze at the One Show Interactive Award. Volkswagen 2028 earned two silver medals at the Deutscher Dialogmarketing Preis and took gold at the Annual Multimedia Award as well as a Merit at the One Show Interactive Award.

The projects themselves are defined by their uniqueness; for example, the Digital Concert Hall is the first online streaming platform to broadcast classical concerts of the Berlin Philharmonic live all over the world with unusually high sound and image quality. Inspired by the masterful architecture of the Berlin concert hall, the argonauten G2 developed a unique platform that does justice to the digital presentation of the first virtual concert hall in the world.

The Volkswagen 2028 web special explores the future of the automobile and was developed by the argonauten G2 especially for the presentation of Volkswagen as the most innovative automobile manufacturer. A classic video sequence which, in an everyday father-son conversation, illustrates the responsibility and environmental awareness of Volkswagen as it helps shape a mobile future forms the core of this infotainment mix of 3D effects, animations, flash-based navigation and research studies.

The best advertising campaigns from around the world are honored at the New York festivals (NYf) each year. More than 200 top-class advertising and marketing specialists as well as creative directors from 50 countries evaluate thousands of submissions from a total of 65 countries. The New York festivals were founded as an international awards company in 1957 and, along with the Cannes Lions, are among the most coveted international awards for creative works.

About the argonauten G2

Founded in 1996, argonauten G2 is a member of G2 – one of the few truly global agency networks dedicated to activation marketing. The argonauten G2 have always been one of the leaders among the most creative German agencies and are currently ranked number 13 amongst the best national advertising agencies (W&V 12/08) and number 5 among digital specialists (Manager, 12/08). The agency's expertise encompasses all areas critical to action-driven communication –

Interactive, Dialog Marketing, Advertising and Sales Promotions – while the execution ranges from tailor-made solutions to specific communications problems, through to the conception and execution of integrated marketing campaigns. Headquartered in Berlin, argonauten G2 also maintains offices in Dusseldorf, Frankfurt/Main and Hamburg.

Selected clients

Apollo-Optik, BAT, Berliner Philharmoniker, Cesar, Coca-Cola, Commerzbank, Deutsche Bahn, GROHE, KARSTADT, Leica, Messe Frankfurt, OTTO, PAYBACK, P&G, SEAT, TNT, Vattenfall, Volkswagen

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