



For Immediate Release
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Media Experts Strikes Gold at The 2010 Media Innovation Awards

TORONTO – Friday, November 19th, 2010. Media Experts has once again been recognized for its insightful strategy, innovative execution and the positive results generated by their custom-designed media campaigns as the agency carried home a total of five Gold Awards – more than any competitor – a Silver and a Bronze at the **Media Innovation Awards Gala** held at the Allstream Centre in Toronto last evening.

Agency founder **Mark Sherman** declared, “It makes me very, very proud that the passionate way in which our team of media experts continually pushes beyond the conventional to solve business problems has been so well recognized by our industry.”

The MIAs, presented by **Marketing Magazine**, is Canada's premier awards show recognizing excellence in Media Innovation. The MIAs honours the significant role media innovation plays in the marketing communications mix and honors those responsible for the selection, deployment, and implementation of innovative media ideas that work to enhance the engagement with of advertiser's message.

Media Experts was awarded Gold in the following categories:

**Gold – Best in Business Products & Services & Corporate Information
Bombardier Vancouver Olympics Torch Campaign**

Gold – Ambient Place-Based Media – Small Scale
Bombardier Vancouver Olympics Torch Campaign

Gold - Best in Radio
TELUS Hippo Christmas Song

Gold – Best in Localization
TELUS Extreme High Speed Internet Service Launch

Gold – Best in Research
MINI Canada Sniper Project

Media Experts also won:

Silver - Niche Target and Multicultural
Prezista –Toronto Gay Pride Week

Bronze – Research
BMW Canada – RealVu Research Project

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About Media Experts

Canada's **Media Experts** is a Tradigital™ media planning and buying company.

Powered by Service, leveraged by Customerization and guided by Tradigital™ Thinking, Media Experts employs an integrated approach to traditional and digital advertising media, orchestrating them to bring maximized, measurable return on investment to our customers.

As Canada's largest independent media services firm, Media Experts executes strategy on behalf of its customers from its three interconnected offices in Montreal, Toronto and Vancouver. (www.mediaexperts.com)



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