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## Curious George, Mitt Romney among MITX award winners

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The Bay State feted its own best interactive marketers last night at the twelfth annual awards given out by the Massachusetts Innovation & Technology Exchange (MITX).

The ceremony held at the Boston Marriott Copley Place drew more than 1,000 local professionals, according to MITX officials.

Award winners competed in 28 categories, in vertical industries ranging from biotechnology/pharmaceuticals to travel and tourism as well as interactive marketing campaigns. Winners were recognized for work in spaces such as mobile, search and social media.

MITX also presented six 'Best of' awards, including the 'Interactive Marketer of the Year.' This year's top winners include: Reebok, Mullen for Stanley Tools, WCBH Interactive for Universal Studios, John Hancock Funds, and Molecular for Mitt **Romney.com**.

The judging committee for the MITX awards was composed of more than 100 members of the media, industry analysts, academia, creative directors, chief technology officers, webmasters, developers, producers, content providers and marketing executives.

The 2007 MITX Awards winners include:

- Acquisition/Direct Marketing Campaign -- Digitas & Make 3-D for The Home Depot for The Home Depot Holiday Decorating Site
- Applied Technology -- Outsight Interactive & Jack Richmond Photography Inc. for FootJoy, for the DryJoys Microsite
- Best Integrated Campaign -- Carat for Reebok, for the Reebok Custom Integrated Campaign
- Best Use of Mobile -- Hill Holliday and VeriSign for Boston Police Department, for the Boston Police Crime Stoppers: Breaking the Code of Silence with Text
- Best Use of Search -- Charles River Interactive for Bernardi Auto Group, for Fuel Efficient SEM
- Best Use of Social Media -- OTOi, a One to One Interactive Company & Millions of Us for Comcast Corp., for Comcastic Island in Second Life
- Best Use of Sponsorship -- Carat for John Deere, for the site Get it Done with John Deere
- Best Use of Video -- Pod Design & Mittcom Advertising for Legal Sea Food, for Raw Talk at the Raw Bar
- Biotechnology/Pharmaceuticals -- OTOi, a One to One Interactive Co., for GlaxoSmithKline, for the Start the Talk - Valtrex Unbranded DTC Campaign

- Brand/Launch Campaign -- Media Contacts & Euro RSCG for Valspar, for the Valspar Re-Branding Campaign
- Consumer Goods -- Mullen for Stanley Tools, for Stanley FUBAR
- Corporate Training and Support -- Weymouth Design, WordWright & RSA for RSA, for the RSA enVision Product Demo
- Education and Learning -- Six Red Marbles for Merriam-Webster Inc., for Merriam-Webster Inc.'s Word Central website
- Educational Institution -- BigBad Inc. for Connecticut College, for the Connecticut College website
- Entertainment/Sports -- RDVO Inc. for Proctor & Gamble | Gillette GBO Marketing, for The Gillette Young Guns;
- Financial Services -- Avenue A | Razorfish for Prudential Retirement, for Prudential's Retirement Income Calculator
- Government -- RDVO Inc. for Massachusetts Bay Transportation Authority, for the [MBTA.com](http://www.mbta.com) | Official website for Greater Boston's Public Transportation System
- Health and Fitness -- Bridgeline Software, Inc. for Partners Healthcare, for the Center for Connected Health website
- Human Resources -- Staples Inc., for the Employment Brand website - Staples Jobs
- Kids, 'Tweens & Teens -- WGBH Interactive for Universal Studios, for Curious George
- Nonprofit -- ISITE Design for Solano County Library (Solano County, California), for the Solano County (Calif.) Library website
- Online Commerce -- Envisa, Inc. for Smith and Noble, for the Smith and Noble site redesign
- Professional Services -- Kel & Partners, for [www.bicbac.com](http://www.bicbac.com)
- Real Estate -- Lightfin Studios & Real Estate Web Masters for Fars Realty Group, for the Fars Realty Group website
- Rich Internet Application -- Brightcove, for Aftermix
- Social Computing -- Bit Group Inc. for [OurStage.com](http://OurStage.com); Web 2.0 Entertainment Portal
- Technology -- PHT & RDVO for PHT Corp., for [PHTcorp.com](http://PHTcorp.com)
- Travel, Tourism, and Hospitality -- Kelliher Samets Volk for Stowe Mountain Resort, for Stowe Find Yours

**The six "Best of" winners include:**

- Interactive Marketer of the Year -- Reebok
- Best User Experience -- Mullen for Stanley Tools, for Stanley FUBAR
- Best Engagement -- WGBH Interactive for Universal Studios, for Curious George
- Best Use of Technology -- John Hancock Funds, for Proposal Builder
- Best Use of Technology -- Molecular for Mitt Romney for President, for Mitt Romney for President
- Best of Show -- WGBH Interactive for Universal Studios, for Curious George

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