

ADWEEK

R/GA Takes Grandy for Nike+

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By Kamau High

NEW YORK The 43rd Andy Awards today for the first time awarded the Grandy, the equivalent of best in show, to an interactive marketing program.



R/GA's online effort for the Nike-Apple partnership topped the Andy Awards.

The Grandy went to New York's R/GA

for its work on Nike+, a Web site where people could upload their running times via the docking capabilities of their iPod Nanos and then interact with other users.

"Congratulations go to R/GA for making history this year. Their work was of such a high caliber of innovation and engagement that the 'Best of Show' award deservedly goes to them," said Mark Tutssel, chairman of the International Andy Awards and CCO at Leo Burnett, in a statement. "The outstanding way R/GA created a site of technological and creative complexity in order to support the new Nike-Apple partnership was branding brilliance."

