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Call for Entries Announced for 2011 Ohio Interactive Awards

Top digital and interactive professionals in Ohio have opportunity to show talent and innovation

COLUMBUS, OH (March 24, 2011)—Organizers of the Ohio Interactive Awards are calling for entries from Ohio’s digital and interactive community to recognize industry innovation and creativity. Digital and interactive professionals working in Ohio can visit <http://ohiointeractiveawards.com> to submit a nomination. Entries must be submitted by 5 p.m. on Monday, April 18, for consideration in the juried competition.

“The digital and interactive professionals in Ohio are some of the best talent in the world,” said Bryan Huber, associate director of web strategy of Thirty-One Gifts and founding member of the awards program. “The Ohio Interactive Awards provide a platform to show the caliber of work being produced in this state for emerging and top global brands.”

Individuals and agencies may submit nominations in one of six categories including: Advertising, Sectors/Industry, Social Web, Students, Best Integrated Campaign and Best Use of New Technology. Judges of the program will nominate agencies for Interactive Agency of the Year based on the body of work submitted by the agency in other entry categories. Additionally, industry professionals may nominate a peer for Interactive Marketer of the Year.

Entries will be evaluated on strategy, execution and results by a panel of industry leaders who work with and represent Fortune 500 companies and some of the world’s most recognizable brands. There is a \$15 entry fee for student submissions and a \$45 entry fee for all other categories.

Winners will be announced at the Ohio Interactive Awards ceremony on May 26, 2011, beginning at 5:30 p.m. at the new Ohio Union on the Ohio State University campus at 1739 N. High Street, Columbus, Ohio.

Created in 2009, the Ohio Interactive Awards celebrate and recognize Ohio’s creative talent and the exceptional work produced by the interactive marketing community. Founding sponsors of the Ohio Interactive Awards are huber + co. interactive, TeamBuilder Search and 247 INTERACTIVE. For more information on the awards, please visit <http://ohiointeractiveawards.com>.

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