

2004

iNOVA AWARDS



***Best of Category
Grand Winners***

***CREATIVE
&
PRODUCTION
CREDITS***

*** BEST OF SHOW ***
&
*** BEST OF ON-LINE INVESTOR RELATIONS ***

The Group
for
HANSON PLC
(UNITED KINGDOM)

Hanson On-Line Investor Relations

www.hanson.biz/investors

NOMINATING COMPANY:

Mark Hill
Managing Director
The Group
6-10 Great Portland Street
London, W1A 7SP
UNITED KINGDOM
Tel: 44 (207) 436-3140/Fax: 44 (207) 436-3056
Email: mark.hill@ir-group.com
www.ir-group.com

CLIENT COMPANY

Carol Ann Walsh
Hanson PLC
1 Grosvenor Place
London, SW1X 7JH
UNITED KINGDOM
Tel: 44 (207) 259-4145/Fax: 44 (207) 892-1430
Email: carolann.walsh@hansonplc.com
www.hanson.biz



*** BEST OF BANNER CAMPAIGNS ***

AGENCY.COM & itraffic
for
DISCOVERY NETWORKS

Dinosaur Planet

www.showcase.itraffic.com/dinosaurplanet

NOMINATING COMPANY:

Rachel Kaiser
Business Development Associate
AGENCY.COM & itraffic
200 E. Randolph St., Ste. 3500
Chicago, IL 60601
Tel: (312) 729-4644/Fax: (312) 729-4540
Email: rkaiser@agency.com
www.agency.com

CLIENT COMPANY:
DISCOVERY NETWORKS

ART DIRECTOR:

Jaz Lim
itraffic
20 Exchange Place
New York, NY 10005
Tel: (212) 358-2600/Fax: (212) 258-2604
Email: Jlim@itraffic.com
www.agency.com

Designer: Greg Smith
Project Manager: Damon Burrell
Programmer: J.L. Novosad
Writer/Content Editor: Nic Tan



*** BEST OF BRAND BUILDING ***

AGENCY.COM & ittraffic

for
BROWNCO

BrownCo, For Experienced Traders Only

www.showcase.ittraffic.com/OMMA

NOMINATING COMPANY:

Rachel Kaiser

Business Development Associate

AGENCY.COM & ittraffic

200 E. Randolph St., Ste. 3500

Chicago, IL 60601

Tel: (312) 729-4649/Fax: (312) 729-4540

Email: rkaiser@agency.com

www.agency.com

CLIENT COMPANY:

BROWNCO

CREATIVE DIRECTOR:

Scott Briskman

ittraffic

20 Exchange Place

New York, NY 10005

Tel: (212) 358-2605/Fax: (212) 258-2600

Email: Jlim@ittraffic.com

www.agency.com

Designer: Derek Scott

Project Manager: Kory Bilowus

Writer/Content Editor: Gary Nelson



*** BEST OF CONSUMER CAMPAIGNS ***

Beyond DDB & Tribal DDB

for
AA.COM

American Airlines "Check-In Challenge" in conjunction with Harrah's "Set For Life"

www.aacheckin.com

NOMINATING COMPANY:

Todd Lilly

Account Supervisor

BEYOND DDB & TRIBAL DDB

1999 Bryan St., Ste. 2300

Dallas, TX 75201

Tel: (214) 259-4285/Fax: (214) 259-4395

Email: todd.lilly@dal.ddb.com

CLIENT COMPANY:

Linda Carlson

Advertising Manager

AA.COM

Tel: (817) 963-9831/Fax: (817) 963-2726

Email: linda.carlson@aa.com



*** BEST OF CORPORATE INTRANET SITES ***

Julie L. Butler
for
Credit Suisse Asset Management, USA

Third-Party Sales Intranet

NOMINATING COMPANY:

Julie L. Butler
AVP

CREDIT SUISSE ASSET MANAGEMENT, USA

89 North Main Street

Kent, CT 06757-0633

Tel: ((860) 671-0002/Fax: (646) 349-3933

Email: julie@betterwebcontrol.com

Art Director/Designer/Project Manager/Site Builder/Mktg. Comm. Mgr./Info

Architect/Photographer/Technical Consultant: Julie L. Butler

Creative Directors/PR Directors: Adam Deixel, Peter Horacek

Producers: Adam Deixel, Peter Horacek, Julie L. Butler

Writers/Content Editors: Adam Deixel, Peter Horacek, Susan Marino, Ken Nostro



BEST OF E-MAIL *

Critt Graham + Associates
for
KNIGHT TRADING GROUP, INC.
E-Vite: "Find The Right Chemistry"

NOMINATING COMPANY:

Tanya Demjanec
Manager, Internet Communications
CRITT GRAHAM + ASSOCIATES
2970 Clairmont Rd., Ste. 850
Atlanta, GA 30329
Tel: (404) 320-1737/Fax: (404) 320-1920
Email: tanya@crittgraham.com

Creative Director: Critt Graham

CLIENT COMPANY

Margaret Wyrwas
Sr. Managing Dir., Corp. Comms. & Investor Relations
KNIGHT TRADING GROUP, INC.
525 Washington Blvd.
Jersey City, NJ 07310
Tel: (201) 557-6954/Fax: (201) 459-2197
Email: mwyrwas@knighttrading.com



*** BEST OF INTERACTIVE MARKETING ***

TM Interactive
for
AMERICAN AIRLINES AA.COM

AA.com Continuity & Fare Finder

www.tmcclient.com/inova2004/p2.htm

NOMINATING COMPANY:

James Hering
Sr. Vice President, Dir., of Interactive Marketing
TM INTERACTIVE
6555 Sierra Drive
Irving, TX 75039
Tel: (972) 830-2224/Fax: (972) 830-1214
Email: james.hering@tm.com

Account Supervisor: Courtney Loyd
Associate Creative Director: Steve Gates
Creative Director: John Rich
Sr. VP, Director of Interactive Marketing: James Hering
Writer/Content Editor: Lori Tutt

CLIENT COMPANY:

Linda Carlson
Marketing & Customer Service Manager
AMERICAN AIRLINES AA.COM
6555 Sierra Drive
Irving, TX 75039
Tel: (817) 963-9831/Fax: (817) 963-2726
Email: linda.carlson@aa.com



*** BEST OF ON-LINE ANNUAL REPORTS ***

AT&T Wireless

On-Line Annual Report

www.attwireless.com/press/annual_2003

NOMINATING COMPANY:

Anthony Robinson
Manager, Financial Media Relations

AT&T WIRELESS

P.O. Box 97061

Redmond, WA 97061

Tel: (425) 580-7048/Fax: (425) 580-8850

Email: anthony.robinson@attw.com

Art Director/Project Manager: Janin Wilson

Public Relations Director: David Caouette

CREATIVE DIRECTOR/DESIGNER/PRODUCER

David DeCheser

SEQUEL STUDIO

12 West 27th St., 15th Flr.

New York, NY 10001

Tel: (212) 994-4320/Fax: (646) 935-0582

Email: ddechaser@sequelstudio.com

www.sequelstudio.com



*** BEST OF ON-LINE INVESTOR RELATIONS ***

The Group
for
HANSON PLC
(UNITED KINGDOM)

Hanson On-Line Investor Relations

www.hanson.biz/investors

NOMINATING COMPANY:

Mark Hill
Managing Director
The Group
6-10 Great Portland Street
London, W1A 7SP
UNITED KINGDOM
Tel: 44 (207) 436-3140/Fax: 44 (207) 436-3056
Email: mark.hill@ir-group.com
www.ir-group.com

CLIENT COMPANY

Carol Ann Walsh
Investor Relations Manager
Hanson PLC
1 Grosvenor Place
London, SW1X 7JH
UNITED KINGDOM
Tel: 44 (207) 259-4145/Fax: 44 (207) 892-1430
Email: carolann.walsh@hansonplc.com
www.hanson.biz



*** BEST OF SPECIAL PROJECTS ***

Edelman
for
COLUMBIA UNIVERSITY

Connecting with 250 Years of History: Columbia University 250th

www.c250.columbia.edu

NOMINATING COMPANY

David Dunne
Executive VP, GM

EDELMAN

1500 Broadway
New York, NY 10036
Tel: (212) 704-4571

Email: david.dunne@edelman.com

CLIENT COMPANY:
COLUMBIA UNIVERSITY



*** BEST OF WEBSITE RELAUNCH ***

The Group
for
HANSON PLC
(UNITED KINGDOM)

Hanson Corporate Website Relaunch

www.hanson.biz

NOMINATING COMPANY:

Mark Hill
Managing Director
The Group
6-10 Great Portland Street
London, W1A 7SP
UNITED KINGDOM
Tel: 44 (207) 436-3140/Fax: 44 (207) 436-3056
Email: mark.hill@ir-group.com
www.ir-group.com

CLIENT COMPANY

Carol Ann Walsh
Hanson PLC
1 Grosvenor Place
London, SW1X 7JH
UNITED KINGDOM
Tel: 44 (207) 259-4145/Fax: 44 (207) 892-1430
Email: carolann.walsh@hansonplc.com
www.hanson.biz

