



Reports / Training / **Events** / Blog /
Forums / Directories / Jobs



Innovation Awards 2009

Sponsorship

Since 1999, Econsultancy has been a leader in bringing together the digital marketing and e-commerce communities and helping the industry to learn, share, experiment and innovate.

Sponsorship of these awards provides you with low-cost (no expensive ceremonies to attend!) exposure before, during and after the judging process, online leads, brand association with innovation as well as tickets to the 'Winner's Dinner' held in February 2010.

2008 saw the launch of Econsultancy's first ever Innovation Awards, designed to give clients, suppliers and agencies recognition for genuine innovation and success in digital marketing.

We were delighted by the response, attracting over 230 entries across 14 categories which included some outstanding submissions highlighting truly cutting-edge innovation. You can view the list of last year's winners on our [Innovation Awards 2008 page](#).

In 2009, we look forward to even greater things as more companies turn to digital and the unique opportunities it presents to stand out from the competition, become more effective and measurable as well as help companies prosper in the current climate.

There are 22 awards categories this year, each relating to innovation in a chosen discipline or industry plus a special 'People's award' for the most influential person in Digital Marketing in 2009:

- Innovation in Affiliate Marketing
- Innovation in B2B Digital Marketing
- Innovation in E-commerce
- Innovation in Email Marketing
- Innovation in Lead Generation Online
- Innovation in Mobile Marketing
- Innovation in Multichannel Marketing
- Innovation in Online Customer Service
- Innovation in Online Marketing Research or Customer Insight
- Innovation in Online PR
- Innovation in Paid Search/PPC
- Innovation in Rich Media and Video
- Innovation in User Experience
- Innovation in Social Media
- Innovation in SEO/Natural Search
- Innovation in Web Analytics and Optimization
- Innovation in Web Content Management
- Most Innovative Digital Agency
- Most Innovative Digital Marketing Team
- Most Innovative New Technology



- Most Innovative Online Advertising Campaign
- Most Innovative Person in Digital Marketing

Sponsorship package

- Become part of the Econsultancy focus on innovation and leadership
- Your company logo and a hyperlink to your site on The Awards [website](#).
- Promotion of your company's involvement at The 2009 Innovation Awards
- Receive coverage in the highly-regarded Econsultancy blog
- Promotion of your company's involvement during the judging process
- Obtain exposure in news releases distributed to our editorial community of journalists, bloggers and industry influencers
- Your company name and link on the emails sent out announcing the shortlist to 82,000 global members in early November
- Gain exposure in the winning announcement email that will be sent to all of Econsultancy's 82,000+ members, press, VCs and influencers globally.
- 10k Run of site advertising impressions on Econsultancy.com
- 2 tickets to the Winner's Dinner in central London in February 2010.

Cost £1,950 + VAT

If you are interested in sponsoring the Innovation Awards or for more information, please contact:

Adam Candish, adam.candish@econsultancy.com or 0207 6814079.

The Innovation Awards 2008 Winners' Dinner



To view more pictures from the Innovation Awards 2008 Winners' Dinner, please see our [Flickr account](#).

