

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

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www.ir-group.com

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www.hanson.biz



*** BEST OF BANNER CAMPAIGNS ***

AGENCY.COM & itraffic
for
DISCOVERY NETWORKS

Dinosaur Planet

www.showcase.itraffic.com/dinosaurplanet

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*** BEST OF BRAND BUILDING ***

AGENCY.COM & ittraffic

for
BROWNCO

BrownCo, For Experienced Traders Only

www.showcase.ittraffic.com/OMMA

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*** 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:

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*** BEST OF CORPORATE INTRANET SITES ***

Julie L. Butler
for
Credit Suisse Asset Management, USA

Third-Party Sales Intranet

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BEST OF E-MAIL *

Critt Graham + Associates
for
KNIGHT TRADING GROUP, INC.

E-Vite: "Find The Right Chemistry"

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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:

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

AT&T Wireless

On-Line Annual Report

www.attwireless.com/press/annual_2003

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Manager, Financial Media Relations

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www.hanson.biz



*** BEST OF SPECIAL PROJECTS ***

Edelman
for
COLUMBIA UNIVERSITY

Connecting with 250 Years of History: Columbia University 250th

www.c250.columbia.edu

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*** BEST OF WEBSITE RELAUNCH ***

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for
HANSON PLC
(UNITED KINGDOM)

Hanson Corporate Website Relaunch

www.hanson.biz

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