



Press release

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For Immediate Release

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WHITE HORSE WINS TOP INTERNET ADVERTISING AWARDS FOR COLUMBIA SPORTSWEAR

Woman-owned interactive agency recognized for innovation in rich media advertising and integrated campaigns

March 18, 2008 Portland OR—White Horse, a privately held, woman-owned full-service interactive marketing firm, was honored today with two top awards in the Web Marketing Association’s Internet Advertising Competition (IAC) (www.advertisingcompetition.org). White Horse won for two campaigns on behalf of its client Columbia Sportswear. The awards program honors excellence in online advertising and is one of the few competitions to recognize only online categories of advertising.

“These two campaigns showcase what we do best in online marketing,” said Jennifer Modarelli, White Horse principal. “They combined advanced media targeting, interactive rich media advertising, and integrated site promotions to deliver a complete solution for Columbia Sportswear.”

Winning “Best Consumer Goods Rich Media Online Campaign” was the Columbia Sportswear 2007 Holiday Campaign (<http://comps.whitehorse.com/columbia/holiday/>). This highly effective holiday advertising campaign was used to boost purchase consideration for Columbia products during the peak holiday retail period. It featured two Columbia winter products and encouraged viewers to interact with “hotspots” on Flash display ads to learn more about product features. The ads produced a remarkable 10% interaction rate and drove the highest click-through rate of any Columbia campaign.

Recognized as the “Best Consumer Goods Integrated Ad Campaign,” the Columbia Sportswear “Tested Tough” Promotion (<http://comps.whitehorse.com/columbia/>), a user-generated content contest, challenged users to develop their own “Tough Test” for Columbia products, in homage to the popular “Tested Tough” TV campaign featuring Columbia’s iconic founder, Gert “Ma” Boyle, and Columbia CEO Tim Boyle. Provocative, interactive banners invited users to submit their “Tested Tough” stories and optional photos or video clips to win. Visitors to the contest site could view, vote on, and comment on all entries, with weekly winners receiving gear of their choice.

The campaign included a microsite, viral component, e-mail, and online display banners. White Horse also provided media buying, Web analytics, a highly immersive Flash interface, and .NET engineering, as well as a content management solution.



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The contest received more than 3,000 thoughtful, funny, and provocative entries reflecting gear usage as diverse as wrestling alligators to earthquake relief in Pakistan. Due in part to ongoing media and creative optimization, including ads that allowed users to submit an entry through the ad unit, the entry/conversion rate was nearly three times higher than projected.

IAC judges, experienced professionals from some of the top advertising and interactive agencies, scored entries according to their creativity, innovation, impact, design, copywriting, and use of the medium.

About White Horse

Founded in 1980, White Horse is an award-winning, privately held, WBENC-certified woman-owned interactive agency with headquarters in Portland, Oregon. White Horse's client roster includes global, national, and regional clients, including Columbia Sportswear, Nike, Cisco Systems, Celestial Seasonings, KinderCare, Wells Fargo, Tektronix, and BlueCross BlueShield. For more information, visit www.whitehorse.com or call 1-877-471-4200.

About the Web Marketing Association

The Web Marketing Association (<http://www.webmarketingassociation.org>) was founded in Boston in 1997 to help set a high standard for Internet marketing and corporate web development on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, advertising, PR and design professionals who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate Web sites.