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| Internet Marketing Agency | Standing Dog Interactive |

Website: www.standingdog.com

STANDING DOG INTERACTIVE WINS INTERNET ADVERTISING COMPETITION AWARD

Web Marketing Association names Dallas Internet marketing agency recipient of Outstanding Achievement in Internet Advertising for 2012.

Dallas, TX – The 10th annual Internet Advertising Competition Awards, hosted by the Web Marketing Association (WMA), named Dallas-based [Internet marketing agency](#) Standing Dog Interactive the winner of the Outstanding Achievement in Internet Advertising award for 2012.

The Internet Advertising Competition focuses on creativity, innovation, impact, design, copywriting, use of the medium and memorability in selecting winners. This was the first year Standing Dog entered the competition.

[Standing Dog](#) received the award for their work with Event Cinema’s, one of the largest cinema chains in Australia. Event Cinemas teamed with Frozen Coke tasked Standing Dog to develop a way for fans to create the next flavor of the frozen treat via Facebook. Standing Dog’s creative and social media teams opted to design a [Facebook app](#) that allowed fans to customize unique flavors and share them with their friends. Fans could then vote on their favorite designs, and the winner would receive free Frozen Coke as well as movie tickets for a year.

“We’re honored to be the recipient of such a prestigious award,” said Mike Wylie, President of Standing Dog Interactive. “Our social media and creative teams have done great work over the years, and we’re excited to see what they come up with next.”

About Standing Dog Interactive

Standing Dog is an Internet marketing agency comprised of recognized industry professionals. With a successful record of helping companies reach their target customers, generating leads and driving revenue online, Standing Dog has quickly become one of the leading [Internet marketing agencies in Dallas](#). Its team of experts offers digital strategy and execution, from search engine optimization, pay per click marketing, local search marketing, social media to design and development. In addition to improving search ranking, online visibility and site traffic, Standing Dog’s SEO, PPC and social media experts provide in-depth analysis to identify the return on investment and the return on engagement. Named one of INC. 5000’s fastest growing private companies two years in a row, Standing Dog has a commitment to excellence. Other major clients include Omni Hotels, Marriott and UDR.

For more information about Standing Dog Interactive and its services, visit www.standingdog.com.

About the Web Marketing Association

The Web Marketing Association (WMA) 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.