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CONTACT: Andrea O'Donnell
248/827-8446
aodonnell@doner.com
<http://media.donerus.com>

DONER'S WORK FOR AMAZON KINDLE RECOGNIZED WITH
MEDIA PLAN OF THE YEAR AWARD

*Campaign is True Example of Agency's
Commitment to Integration*

(Southfield, Mich.) – Doner has been honored with a 2011 Adweek Media Plan of the Year award. The award recognizes the agency's media plan for the launch of the Amazon Kindle "Continued on the Kindle" advertising campaign in the "Best Use of Print, \$1 to 10 million," category. The award-winning campaign took a bold risk, negotiating never been done before placements that would integrate the message with content in key publications. The strategy was to work with editorial teams at magazine partners to literally integrate editorial into Kindle advertisements and vice versa, a plan that was proven successful by the high demand of the product at launch.

"It's great to see a campaign acknowledged not just for its creative implementation, but also its media execution," said Greg Clausen, executive VP, chief media officer, Doner. "This campaign is a great example of the agency's focus on creating innovative and integrated campaigns through the use of collaborative thinking. The Kindle was creating a new market and begged to have innovative work that targeted key consumer segments. We delivered by creating a fully integrated campaign that was just as unique as the product."

In its 18th year, the Media Plan of the Year awards, previously given by *Mediaweek*, are now part of industry trade publication *Adweek*. The entries are judged equally on effectiveness, innovation and tactics. Previous winners in the "Best Use of Print," category include GSD&M Idea City, Austin, Texas, for their work on BMW North America, Initiative Media, New York, for a campaign for Showtime's dark comedy/crime series, *Dexter*, and Maxus Communications, New York, for their work for Welch's.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.