



## Engauge Honored with Three Horizon Interactive Awards, Including “Best of Category”

*Agency earns recognition for their work with Chick-fil-A® and the State of Georgia*

June 3, 2009 (Atlanta, GA) - Engauge, a total marketing solutions agency, has been recognized by Horizon Interactive with three awards for excellence in interactive media production worldwide.

This year represents Engauge’s fifth-straight year earning recognition from Horizon Interactive. Among its three award recognitions, this year also brought the agency its first “Best of Category” placement.

1. Chick-fil-A “It’s Linner Time” Website / Best of Category - Advertising Online
2. Chick-fil-A “Cow Appreciation Day” Website / Silver - Advertising Online
3. Georgia Dream Pass Program / Bronze - Advertising Online

“‘It’s Linner Time’ was a campaign put together to promote our hand-spun milkshakes,” said Michael McCathren of Chick-fil-A. “But in the end it went a long way toward redefining how we treat digital and social marketing in our mix.”

McCathren added, “The promotion was brought to life with the concept of ‘linner’ - which capitalized on the idea of the mid-day energy-slump. Most importantly, though, it worked. ‘Linner Time’ built the awareness we were looking for, but weren’t sure we could get from a grassroots viral project. In the first month alone, there were well over 150,000 page views and 75,000 visitors. It was proof that a passionate fan base can be rallied through social media.”

Doubling last year’s number, the Horizon Interactive Awards received just over 2000 entries, from 32 countries and nearly all 50 US States. An international panel of industry professionals and an end user panel evaluated 18 different categories ranging from online advertising to video games. To see a complete list of winners, visit [www.HorizonInteractiveAwards.com](http://www.HorizonInteractiveAwards.com).

“We’re proud that year-over-year we’re able to earn recognition,” said Jeff Hilimire, managing director of Engauge’s digital group. “More than anything, it showcases the importance of building strong, collaborative client relationships. For us, award-winning work is about more than pretty creative or a crazy idea, it’s about finding a solution for the client that moves their target to action. Each of our winning entries are a great example of that philosophy.”

**Engauge background:** [www.engauge.com](http://www.engauge.com)

Engauge, a portfolio company of Halyard Capital, is a total marketing solutions agency, dedicated to delivering transformational ideas that move someone – to act, to choose, to believe in a brand. The agency focuses on discovering true insights, developing ideas with real impact, and then measuring that interaction and gauging the results. Engauge’s three Centers

of Excellence combine the disciplines of branding, digital, and direct marketing to partner with clients such as Kraft Foods, Best Buy for Business, Chick-fil-A, The Home Depot, Sony, NGK, and Huntington Bank. The company has offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando.

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