



Innovative In-World Research Earns Digital Agency Marketing Award Nomination

Atlanta, GA - (September 12, 2008) Engauge Digital has been nominated for the American Marketing Association's Explor Award for in-world research that informed the development of a new Second Life island for the Centers for Disease Control and Prevention (CDC).

The Explor Award recognizes exemplary performance and leadership in online research, highlights innovative applications in online research, and emphasizes the most innovative uses of technology in applications that advance research, online or otherwise.

Melissa Read, Ph.D., Vice President, Research and Innovation, Engauge Digital, worked with the CDC Division of eHealth Marketing to design and implement innovative research strategies that included in-world interviews and focus groups. The results of this research informed the interactive activities and in-world content that now make up much of the CDC's new island, launched in May, 2008.

Dr. Read said, "The immersive and interactive experiences made possible in virtual worlds such as Second Life provide an ideal, safe and innovative environment in which the CDC can encourage the adoption of positive health behaviors and practices. By creating avatars (virtual personalities) and using them to research and develop content that meets the needs of Second Life users, Engauge has helped the CDC create new ways of providing meaning and credible health information, when, where and how Second Lifers want it."

Dr. Read leverages human psychology, user experience research and best practices in interaction design to explain, predict and influence digital behavior. She has advised clients on topics as diverse as web- and application-based interfaces, robotic search and rescue, public transportation, kiosks, touch-screens and mobile devices.

Second Life is an Internet-based virtual world video game in which its users, called "Residents" interact with each other through motional avatars. Residents can explore, meet other Residents, socialize, participate in individual and group activities, and create and trade items (virtual property) and services with one another.

When: The American Marketing Association's National Marketing Research Conference will be held September 15-17 in Boston, MA.

What: Explor Award Session: How the CDC Used Second Life to Conduct Important Research

Who: Melissa Read Ph.D. and Erin Edgerton, M.A., Division of eHealth Marketing, National Center for Health Marketing, Centers for Disease Control and Prevention (CDC) will be speaking at 10:15 a.m. on Tuesday the 16th.

For more information go to <http://www.marketingpower.com/Calendar>

Engauge Background: www.engauge.com

Engauge is a uniquely structured agency that is built upon three distinct centers of excellence (brand, interactive and direct marketing) that come together in a highly collaborative environment. The result is a communications think tank that creates fully integrated marketing solutions that connect with the consumer no matter what or where the conversation. Engauge has delivered success stories for clients large and small, from packaged goods to technology and for both regional and global brands. Headquartered in Columbus, Ohio, and with offices in Austin, Atlanta, Pittsburgh and Orlando, Engauge maintains a client roster including Kraft, Best Buy, Chick-fil-A, White Wave, Home Depot and Huntington Bank.

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