



Moon Wins Highly Commended Award at the AIMIAs

Sydney, March 8, 2010: STW's Moon Communications Group has been recognised for its work with leading property agent BresicWhitney, winning a Highly Commended Award at the 16th Annual AIMIA awards held on Friday night.

Receiving the award as one of five finalists in the 'Best Classifieds, News, Media or Reference' category, Moon was up against some of the country's leading digital agencies. Moon was also a finalist in the 'Best Enterprise' category for the site.

Moon's Managing Director Anouk Darling said the team was "excited and honoured to be recognised at these prestigious awards, particularly amongst such strong competition."

The Award nominations recognised Moon's outstanding work in developing BresicWhitney's new online look, which included a cutting edge brand website and functionality to match its high-profile offline reputation.

"We essentially created a lifestyle portal rather than a typical property agent website, allowing users to engage with BresicWhitney on a more personal and emotional level," Darling said.

"It's very rewarding to have our ideas and work chosen by such an outstanding group of industry experts that comprised the judging panel this year. The entire team worked incredibly hard to develop something new, different and creative – and most importantly achieve our clients' objectives."

The project involved reviewing BresicWhitney's online brand including examining the information architecture, undertaking workshops and user interviews and completing an extensive competitor analysis across Australian, US and UK markets.

Moon then developed an over-arching brand strategy, driving the design of the new website away from the traditional estate agent landscape and turning the space into a unique lifestyle destination. Keeping with the lifestyle theme, the site includes a syndicated live feed of event and venue content from the Time Out Sydney magazine website.

The AIMIA Awards are recognised amongst the industry as the peak Awards for the Interactive Media and Digital Content sectors in Australia, this year awarding work across 25 different categories.

Moon Communications Group is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, communication, retail, advertising, digital and interactive solutions.

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