

“Corporate Media” awards united communications the “Award of Master” for NABU TV spot.

Berlin, 20 December 2008 – This year’s European “Corporate Media” master competition saw an “Award of Master” go to united communications, the Berlin-based agency for creative brand communication. The agency was honoured for the TV spot “So geht das”, produced for the Naturschutzbund Deutschland (NABU). The spot encourages youths to get involved with NABU. The prize was awarded on 19 December 2008 in Dortmund.

“Corporate Media – The European Masterclass” has been appraising media solutions for 20 years. The master competition is recognised throughout Europe as a benchmark for quality and media evaluation. Projects submitted for entry in the areas of business communication, qualification, e-business and public information can include: new media, film, video, and TV productions. Entries in the form of tools, hardware and applications for media productions and presentations are also eligible for prizes.

An esteemed panel of experts evaluates each submission against a range of consistent standards: effective communication, creativity, and the use of production resources. The jury also assesses each project on the basis of economic, strategic, user interface, technical, and innovative factors.

The “Award of Master” distinction, which is given to especially ambitious projects, is associated with the “Member of the European Masterclass” in the European Masterclass Community (EMC).

About NABU:

NABU has been active in environmental conservation and the protection of our flora and fauna for over 100 years. Today NABU manages more than 5000 natural reserves in Germany. Eighty sanctuaries from Fehmarn to the Bodensee offer the opportunity to learn from close encounters with nature. The association has over 450,000 members and sponsors dedicated to the environment. Acting on a mostly voluntary basis, they operate in approximately 1,500 local chapters and groups throughout Germany. The organisation coordinates its environmental protection and conservation work via a network of offices at the state and national level.

About united communications:

The Berlin-based agency specialises in creative brand communications for both business enterprises and non-profit organisations. Its team of around 25 multilingual specialists has worked for Olympus Europa Holding GmbH since 1996. Other clients include ViewSonic Europe and HVB Immobilien AG. united communications is a member of the international advertising agency network ComVort, the Forum of Corporate Publishing, and the Association of German Foundations.

For further information or if you have any questions, please contact:

united communications GmbH
Manfred Großert, Peter Link or Gunhild Flöter
Rotherstr. 19
10245 Berlin
Germany
www.united.de
Tel: +49 (0) 30 78 90 76 0
presse@united.de