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Introducing The 2010 GennY Award Finalists!

Posted by meredith on 05-13-2010

Today we're very excited to announce the four finalists in the running to win the first annual GennY Award! With the help of our very own Youth Advisory Board members, the Ypulse team read over an amazing selection of youth marketing case studies submitted by organizations, agencies and brands on the innovative techniques they applied to connecting and communicating with youth.

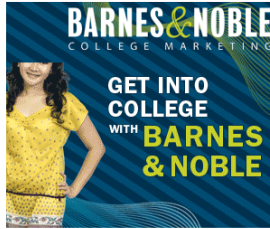
For those of you attending the Ypulse Youth Marketing Mashup on May 24-25, we'll not only be presenting the GennY Award but also handing the stage over to the winning team for a live presentation of their submission. In the meantime, we wanted to share the top four multi-dimensional, highly effective campaigns that made this decision so tough. Here's a summary of the entries we rated as having the greatest impact across our six judging categories (not listed in any specific order).

Cole Weber/IOC: The "Best of Us Challenge" represented a global social experience that invited young people from around the world to challenge top Olympic athletes and their peers using sport and non-sport talents via an online ugc video competition on a dedicated microsite as well as YouTube. Using influencer seeding, video syndication, social media outreach and social media widgets, Cole-Weber spread the message far and wide on a shoestring budget.

Organic/Kotex: The U by Kotex campaign was driven by honest, authentic and educational dialogue about women's health, targeting teen girls and young women. Unlike traditional advertising, digital channels allowed Kotex to tell a larger story and engage teen girls and



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