

Cablevision Advanced Platforms congratulates
the US Navy team of Campbell-Ewald:
**Winners of Media Magazine's 2007 Creative
Media Award for Interactive / Enhanced Television!**

Winning Campaign: Cablevision/US Navy ITV/VOD Channel



Picture on right, from L to R: Sona Mirakian, Cablevision Advanced Platforms, Larry Samuels, Cablevision Advanced Platforms, Dan Rioux, Campbell-Ewald and Barry Frey, Cablevision Advanced Platforms

The US Navy wanted to own a TV channel to show long form video and track how potential recruits responded to specific programming. **Campbell-Ewald Advertising** and **Cablevision** created the **NAVY ITV/VOD Channel**, and tagged TV commercial spots and promotional banners within Interactive TV guide listings.

The award-winning channel features exclusive videos and a unique pre-populated lead generation feature for recruiting. Enhanced reporting provides the Navy with optimal learning on consumer behavior.

"This year's finalists show how interactive, or "enhanced" television, offers new possibilities for engaging viewers."
-MediaPost 10/07

