

2012 ICMA AWARD - GREAT IDEAS AND CREATIVE INNOVATORS

The Summary of Shortlisted Submissions

Foreword

The ICMA Classified Media Innovation Awards is an annual recognition of creativity and innovation in the classified advertising industry. The award is organized by the International Classified Media Association and it is an open competition for members and non-members of the association. The 2012 award is in its third edition since the start at 2010.

The ICMA Board of Directors acts as the jury of the awards. The applications are judged on novelty, creativity, results, sustainability and presentation. Based on the commercial nature of the association, the financial and business component of the results weighs heavily in the evaluation.

After a thorough analysis, the ICMA Board of Directors selected eight submissions that stood out from all the submissions. One of these submissions will get the ICMA Classified Media Innovation Award. The winners will be announced during the ICMA General Meeting Gala Party on Saturday 21st April in Atlanta, GA, USA.

In the following pages, the shortlisted submissions are presented in alphabetical order. They represent ideas from selling electricity contracts to mobile classifieds and from successful market entry to dynamic personalization tools.

The teams and companies behind the shortlisted ideas have shown great creativity and skills, but above all, they have successfully executed the ideas into profitable business!

Eero Korhonen
Managing Partner
Vaibmu Ltd

A Social Classifieds by Digital Community Holdings, USA

Innovators

Rob Hage, CEO

Summary

More than just a socially-integrated classifieds website – Frassifieds is a proprietary social classifieds platform. Revenues for *frassifieds* are driven by display advertising and self-serve classified up-sells within the unique value of its quality, 'invitation only' network of registered users. Scammers with their fraudulent ads are not allowed to roam freely in the family-friendly world of frassifieds.

Results

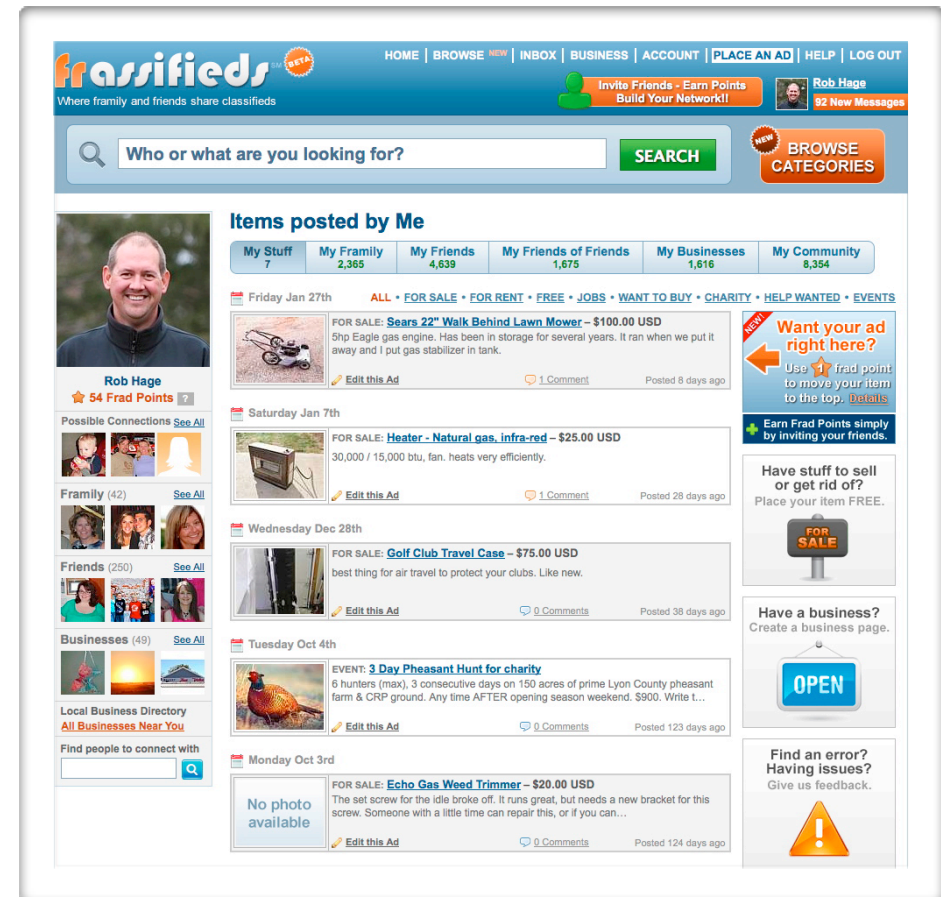
Frassifieds launched in a rural community with a population of 1500 people on Oct. 4. Within 10 days, the number of registered users grew virally from 1 person, to more than 1000, and the proof of concept was established. Many U.S. communities have since been reserved by media affiliates (primarily traditional print media publishers) interested in leap-frogging into this new, social classifieds arena with no up-front licensing cost or million-dollar development expense.

Company Information

Digital Communities Holding

Inwood, USA

www.dch.com



Dominion Insights by Dominion Enterprises, USA

Innovators

Scott Owens, Director of Business Development

Summary

Dominion Insights is a new analytics business that captures data from classified portals and presents them to commercial dealers as a tool for improving their business performance. Insights uses vehicle data and consumer search activity to create real-time pricing tools, competitive benchmarks for unit and dealership-level key metrics, and high level industry and market health indicators such as supply/demand that keep dealers informed about critical market and economic forces.

Results

Initially launched in the motorcycle & RV markets in November 2011, Insights has signed 225 dealers to annual contracts worth US\$81,000. The company expects to exceed 1,000 dealers within the first year, with annualized revenue of US\$360,000. Insights was recently named by PowerSports Business as a winner in its Nifty 50 product awards.

Company Information

Dominion Enterprises

Norfolk, VA USA

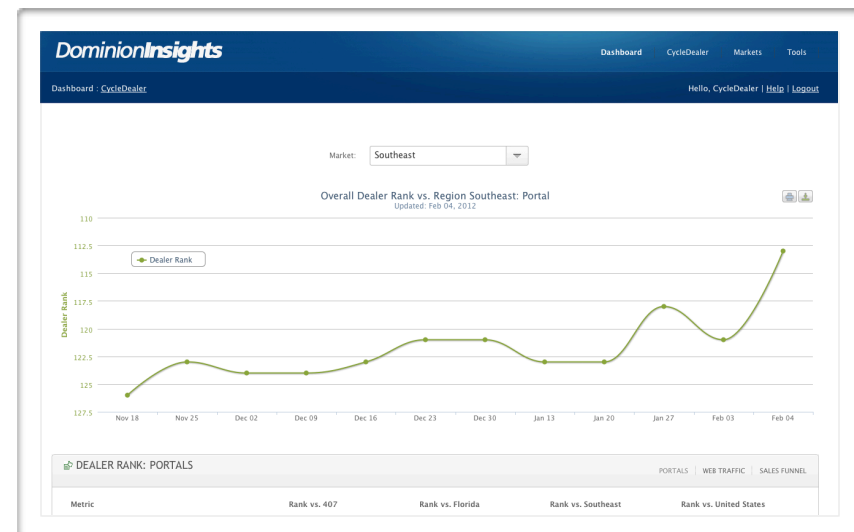
150 Granby Street

Norfolk, VA USA 23510

www.dominioninsights.com

The screenshot shows the 'Pricing Insights' tool interface. It features a form on the left for inputting vehicle details and a results section on the right. The form includes fields for Geographic Target (Country), Select Country (United States), Beginning Year (2008), Ending Year (2009), Vehicle Make (YAMAHA), Vehicle Model (V STAR CLASSIC), and Vehicle Cost (2500). There is a 'GENERATE' button and a 'Price Target' dropdown set to '% Below Market Average' with a slider at 94%. The results section displays a 'Suggested Selling Price' of \$3,711.00 (94% of market average, Rank: 7) and an 'Expected Profit' of \$1,211.00 (33% of selling price).

Field	Value
Geographic Target	Country
Select Country	United States
Beginning Year	2008
Ending Year	2009
Vehicle Make	YAMAHA
Vehicle Model	V STAR CLASSIC
Vehicle Cost	2500
Price Target	% Below Market Average (94%)
Suggested Selling Price	\$3,711.00 (94% of market average, Rank: 7)
Expected Profit	\$1,211.00 (33% of selling price)



Leadspring by Friday Media Group, UK

Innovators

Pete Roberts, Adam Cox Chris Kidger, Rob Paterson

Summary

For over 35 years the Friday Media Group has been bringing buyers and sellers together. Through Leadspring, Friday Media provides a fully managed online service that combines the core elements of online marketing to generate enquiries for our customers. The sites are heavily optimized for SEO and all activity including the telephone and email enquiries are tracked. The company *“believes that it is one of the most innovative marketing solutions ever offered to local businesses”*.

Results

The positive outcomes of the innovation are that it has increased the company's customer base. They now have 100 new clients since launching in early 2012. Customer retention is also stronger for existing customers and since launch they have only lost 3 customers due to poor performance. Although the business is still young Friday Media have ambitious revenue targets as it matures in 2012.

Company Information

Leadspring / Friday Media Group

Brighton, United Kingdom

www.leadspring.co.uk

www.fridaymediagroup.com



Mobile Business Platform by Gumiyo, USA

Innovators

Gumiyo development and accounts teams

Summary

Gumiyo's platform-as-a-service delivers information to any device. The platform boasts innovative data extraction and mapping capabilities that translate media assets into useful mobile websites, apps, QR code and SMS implementations. Tools and widgets seamlessly integrate with existing websites and legacy printed publications allowing the publishers to create multi-channel offering to their customers.

Results

As the first wholly Cloud-based initiative in the classified media space, the platform powers over 27,000 mobile sites and applications, 25,000 SMS campaigns, and hosted over 1 billion mobile page views in 2011.

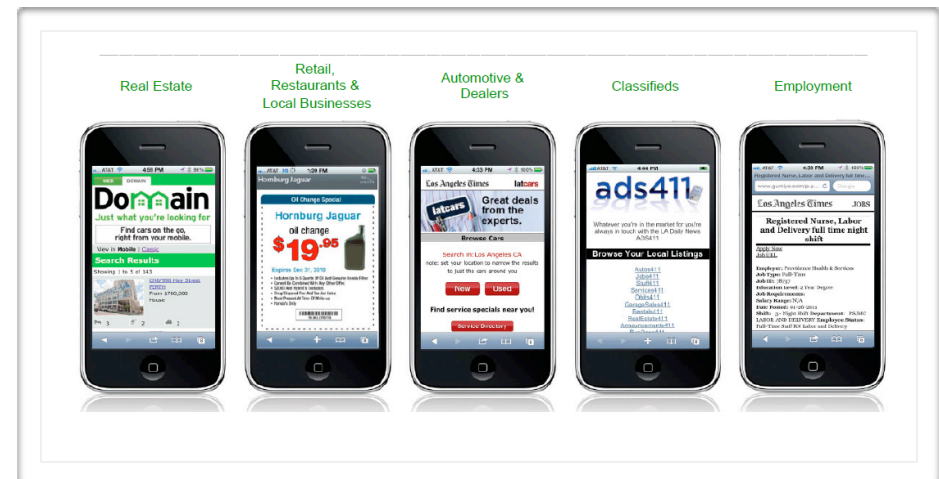
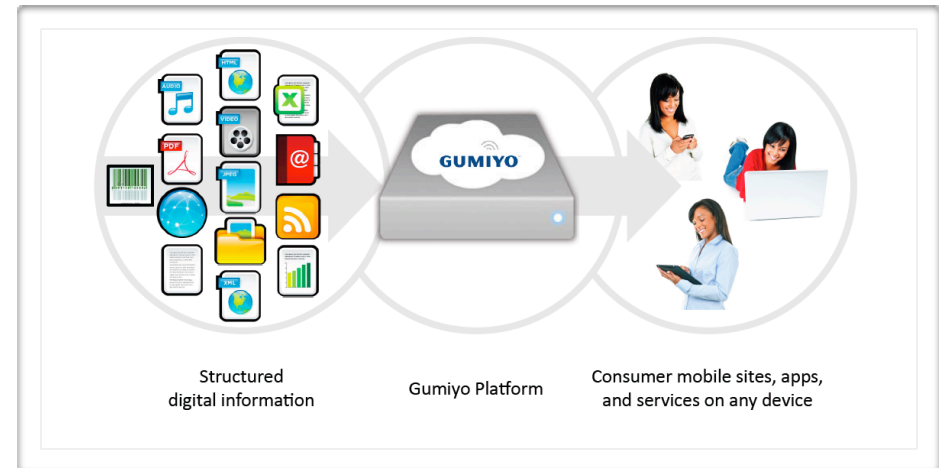
Company Information

Gumiyo Inc.

Woodland Hills,

CA, U.S.A.

www.gumiyo.com



Conquering Market Leadership by Inform Media, Hungary

Innovators

Josef Kogler, Gerhard Koehle, Adrian Ghender, Laura Serdult, Zoltan Balla, Maria Vince

Summary

In 2009 Inform Media acquired CVonline.hu, which was clear number 2 in the Hungarian job market. Inform Media also built up topjob.hu as national job portal to cover the four eastern regions. The market was very competitive with 6 players in the market, Inform Media developed an integrated job portal strategy to become the number one. Topjob.hu was migrated into 20 regional portals, cvonline.hu was moved onto the same SaaS platform with the other portals, a clever SEO and content strategy was developed and a new sales approach was implemented.

Results

With the concept of integration one national and 20 local job boards on one SaaS platform we are now considered as market leaders in the Hungarian job market. The number of delivered applicants per week doubled, the traffic increased by 49% within the first year, technology costs were reduced by 80%, revenue grew by 20% and the number of registered users increased 20%.

Company Information

Inform Media Tech SRL,
Romania, Oradea
www.informmedia.ro



Marketplace for Household Electricity Contracts by Sanoma Digital, Finland

Innovators

Sanoma Digital team, Reneco Energy Consulting team and Exove Design and Technology teams

Summary

Sähkövertailu.fi is a unique and comprehensive Finnish retail marketplace for household electricity. Sähkövertailu.fi is easy to use; customer only need to know the home address to get offers. The service allows the consumer to compare contracts transparently, based on studied criteria. Sähkövertailu.fi serves sales companies as well by providing contracts, new sales tools and an efficient marketing tool.

Results

100 % of Finnish electricity contracts listed on the site making it the most comprehensive and transparent electricity retail marketplace. In the first month, the amount of electricity sold was worth the production of a medium sized energy company, confirming that it is an effective marketplace. More than 2% of Finnish electricity consumers used this service within the first month.

Company Information

Sanoma Digital Finland, Sanoma News Ltd
Helsinki, Finland
www.sahkovertailu.fi
www.sanomaneews.fi

The screenshot displays the Sähkövertailu.fi website interface. At the top, the logo 'Sähkövertailu.fi' is visible alongside a 'Suosittu' (Popular) badge and a notification that 132 people have recommended the site. Below the header, there's a section for 'Arvioitu vuosikulutuksesi' (Estimated annual consumption) showing '3308 kWh' with a 'Tarkenna arviota' (Refine estimate) button. To the right, the 'Omat tiedot' (My details) section includes a photo of a building, the address 'Isokaari 1, 00200 Helsinki', and filters for 'Pinta-ala' (50-60m²), 'Asukkaita' (2), and 'Lämmitys' (Kaukolämpö). The main area, 'Tarjoukset (335)', lists four identical offers from 'Market Energia Sähkönmyynti Oy'. Each offer shows a price of '198€ / v' (35€ average), a '100%' green energy guarantee, and a 'Market Takuu' (Market Guarantee) of either 1 or 2 years. Each offer has a 'Tutustu / Tee sopimus' (Learn more / Make a contract) button.

Dynamic Personalization by Schibsted Hungary and Gravity R&D, Hungary

Innovators

Zoltan Peresztegi, Laszlo Budai, Gyorgy Dozsa, Balazs Nedli

Summary

To improve website efficiency and enhance user experience, Jofogas.hu wanted to personalize the site by showing relevant content to each and every visitor. To achieve these goals, Jófogás and Gravity – Rock Solid Recommendations jointly developed a new recommendation system which learns the visitors' taste in real time and displays the most interesting content to them. The expectation was to generate a content discovery effect and ease navigation.

Results

Significant and sustainable improvement has been achieved in efficiency and user experience. Ad (item) page views/visit: 10.57% increase. Improvement by self learning: at launch, 19.8% of visitors clicked on recommended ads - 2.5 months later, accuracy of recommendations increased by 75%; 35% of visitors now click on a recommended ad. Number of contact requests among users (visitors and advertisers) – has risen by over 33%

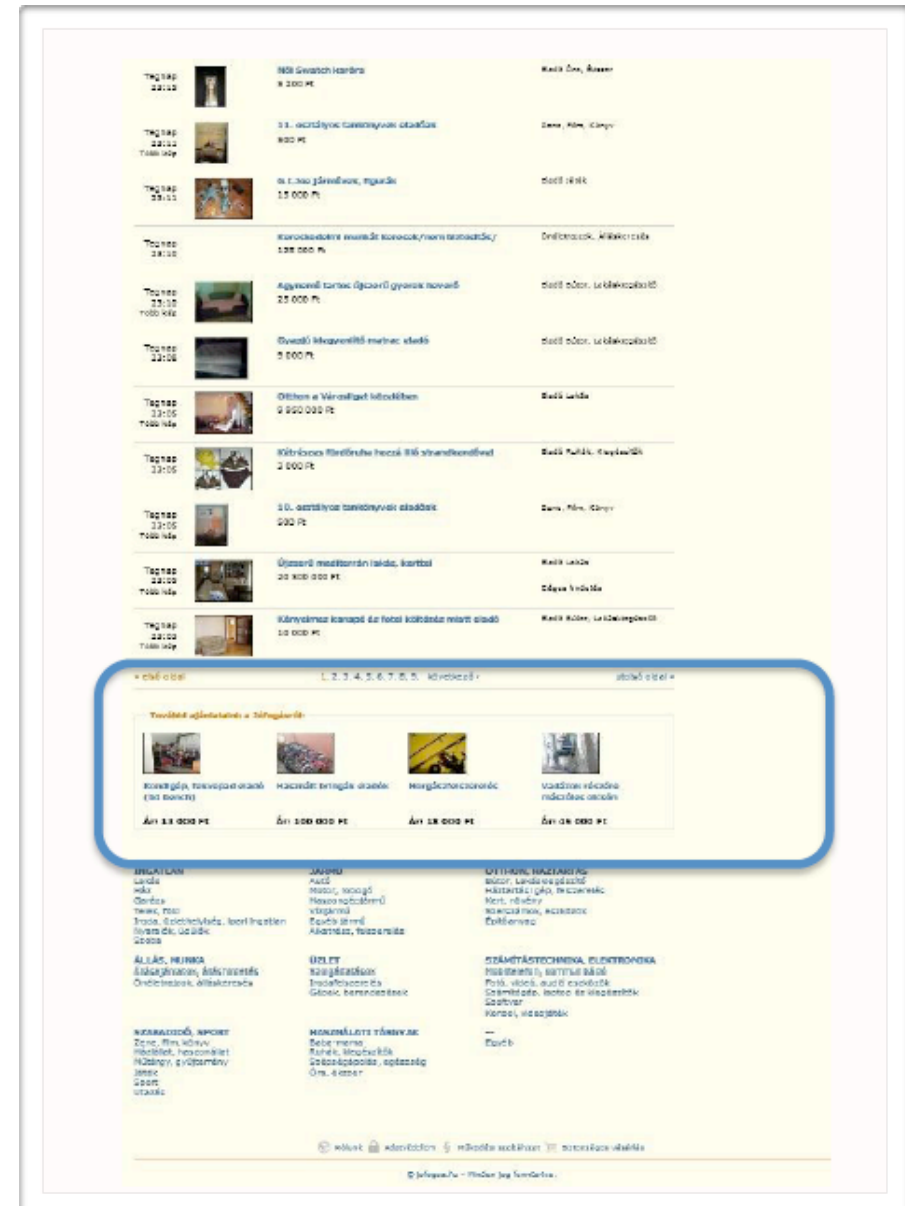
Company Information

Schibsted Classified Media Hungary Kft., Hungary, Budapest

www.jofogas.hu

Gravity R&D Kft., Hungary, Budapest

www.gravityrd.com



Automated Social Media Service for Automotive Dealers by Spidersnet, UK

Innovators

Spidersnet Team

Summary

Spidersnet created a package to cover its customers social media needs. Spidersnet Social is a product for automotive dealers, providing a route to connect and communicate with potential buyers via Facebook & Twitter. The key to its success is easy implementation, free maintenance & a high profit margin.

Results

The delivery of this product for automotive dealers in the UK has enabled them to strengthen Spidersnet's offering within the marketplace.

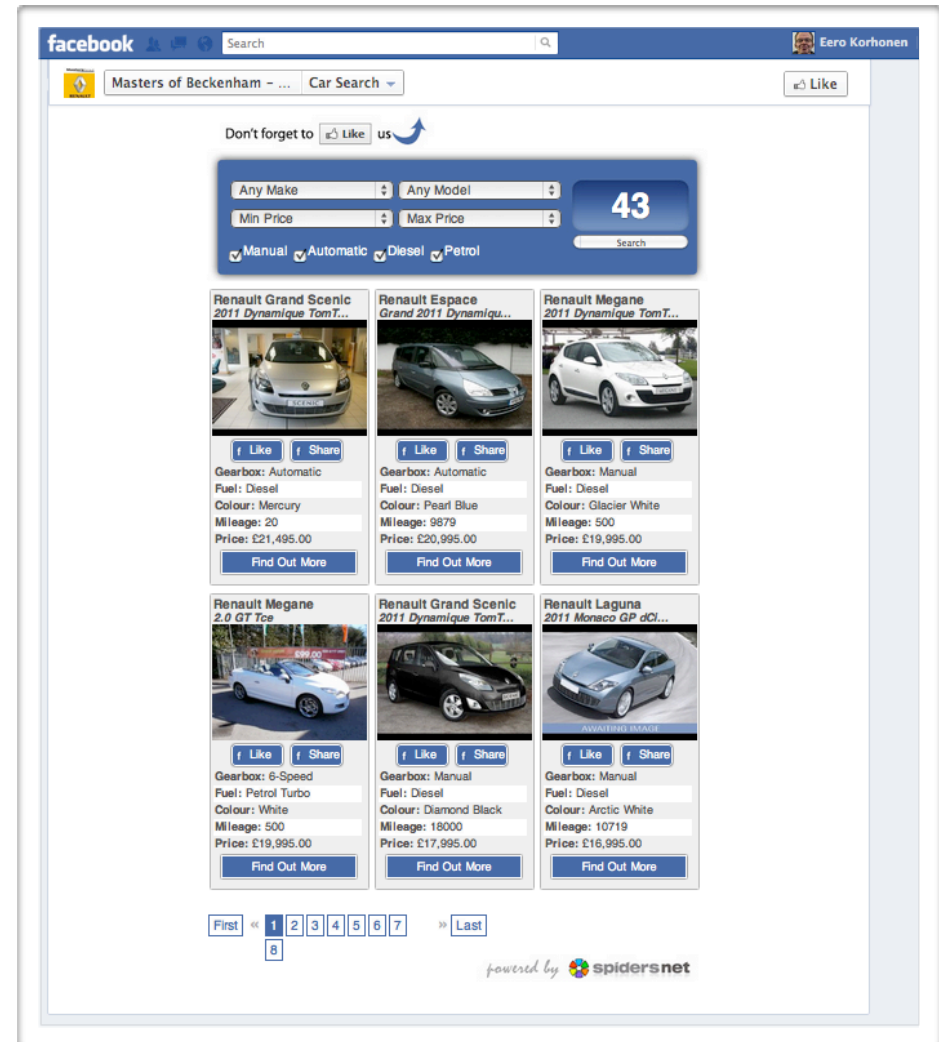
Within the first month of launch Spidersnet Social was taken up by 25% of the customer base. Today the company has over 35% of customers subscribing to this product adding over £32,000 to their yearly income. Spidersnet Social alone has helped the company win business from competitors and continues to be a powerful tool within sales presentations.

Company Information

Spidersnet (part of Friday Media Group, Brighton, UK)

Provider of Automotive Web Solutions

www.spidersnet.co.uk



Vaibmu Ltd

Vaibmu is a management consulting and advisory company. We work with companies worldwide on strategy crafting and opportunity development. Our R&D projects offer a hands-on approach to innovation.

Vaibmu works with growth seeking companies from across the globe. Our diverse customer base hails mainly from media and publishing as well as industry and institutional investors.

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International Classified Media Association

International Classified Media Association (ICMA) is the global leading community of leading players in the Classified Media Industry.

ICMA's community has recognized the need to act together to build the capabilities and support its members to respond effectively to the many challenges facing our Industry. We are dedicated to promoting excellence, co-operation, networking, market leadership, innovation and information-exchange at every level amongst our international membership.

ICMA counts more than 70 member companies from 32 countries. Our publishers encompass high-quality classified ad publications and websites worldwide.

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