

# **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 – Frassfieds is a proprietary social classifieds platform. Revenues for *frassfieds* 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 framily-friendly world of *frassfieds*.

## Results

*Frassfieds* 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](http://www.dch.com)

The screenshot shows the Frassfieds website interface. At the top, there is a navigation bar with links for HOME, BROWSE NEW, INBOX, BUSINESS, ACCOUNT, PLACE AN AD, HELP, and LOG OUT. Below the navigation is a search bar with the placeholder "Who or what are you looking for?" and a "SEARCH" button. To the right of the search bar is a "BROWSE CATEGORIES" button. The main content area features a user profile for "Rob Hage" with a picture and 54 Frad Points. Below the profile are sections for "Possible Connections" (Framily 42, Friends 250, Businesses 49), "Local Business Directory" (All Businesses Near You), and a "Find people to connect with" search bar. To the right, a sidebar displays various user statistics: My Stuff (7), My Framily (2,365), My Friends (4,639), My Friends of Friends (1,675), My Businesses (1,616), and My Community (8,354). The main content area shows a list of items posted by the user, including:

- Friday Jan 27th: FOR SALE: Sears 22" Walk Behind Lawn Mower – \$100.00 USD. 5hp Eagle gas engine. Has been in storage for several years. It ran when we put it away and I put gas stabilizer in tank. [Edit this Ad](#) [1 Comment](#) Posted 8 days ago
- Saturday Jan 7th: FOR SALE: Heater - Natural gas, infra-red – \$25.00 USD. 30,000 / 15,000 btu, fan. Heats very efficiently. [Edit this Ad](#) [1 Comment](#) Posted 28 days ago
- Wednesday Dec 28th: FOR SALE: Golf Club Travel Case – \$75.00 USD. best thing for air travel to protect your clubs. Like new. [Edit this Ad](#) [0 Comments](#) Posted 38 days ago
- Tuesday Oct 4th: EVENT: 3 Day Pheasant Hunt for charity. 6 hunters (max), 3 consecutive days on 150 acres of prime Lyon County pheasant farm & CRP ground. Any time AFTER opening season weekend. \$900. Write t... [Edit this Ad](#) [0 Comments](#) Posted 123 days ago
- Monday Oct 3rd: FOR SALE: Echo Gas Weed Trimmer – \$20.00 USD. The set screw for the idle broke off. It runs great, but needs a new bracket for this screw. Someone with a little time can repair this, or if you can... [Edit this Ad](#) [0 Comments](#) Posted 124 days ago

On the right side of the page, there are several call-to-action boxes: "Want your ad right here?", "Earn Frad Points simply by inviting your friends.", "Have stuff to sell or get rid of?", "Have a business?", "Find an error? Having issues? Give us feedback.", and an "OPEN" button.

# 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](http://www.dominioninsights.com)

DominionInsights

Tools | Pricing Insights

Hello, CycleDealer | Help | Logout

Pricing Insights

Use the form below to generate accurate market prices for vehicles in your inventory. [Learn More.](#)

Geographic Target:

Select Country:

Beginning Year:

Ending Year:

Vehicle Make:

Vehicle Model:

Vehicle Cost:

Price Target:

**Suggested Selling Price:** **\$3,711.00**  
94% of market average  
Rank: 7

**Expected Profit:** **\$1,211.00**  
33% of your selling price

DominionInsights

Dashboard | CycleDealer

Hello, CycleDealer | Help | Logout

Overall Dealer Rank vs. Region Southeast: Portal  
Updated: Feb 04, 2012

Market:

Dealer Rank

Overall Dealer Rank vs. Region Southeast: Portal  
Updated: Feb 04, 2012

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# 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](http://www.leadspring.co.uk)

[www.fridaymediagroup.com](http://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

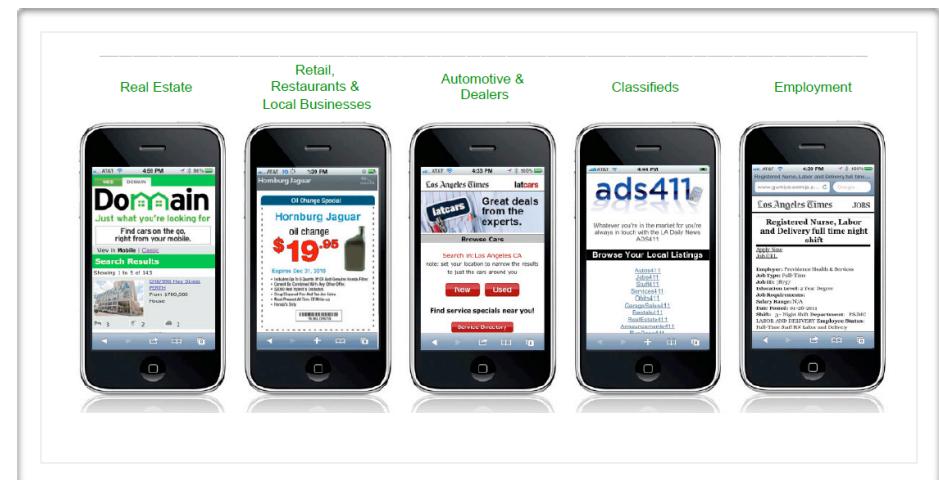
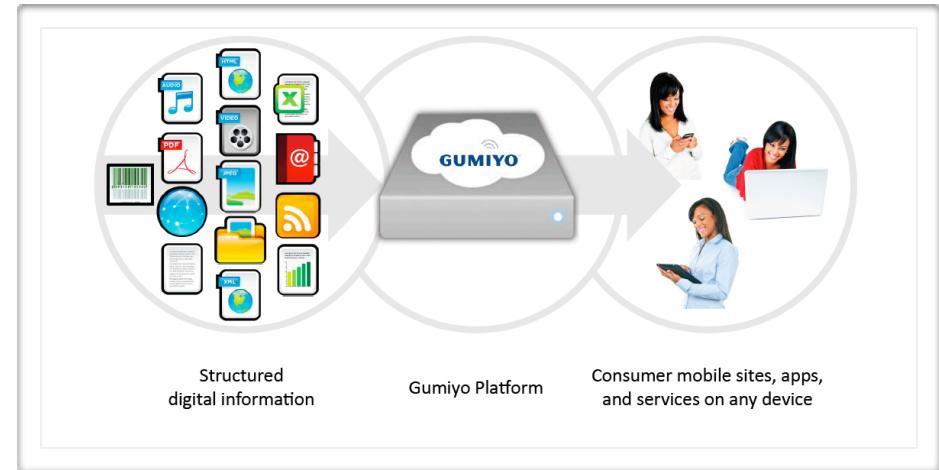
As the first wholly Cloud-based initiative in the classified media space, the platform powers over 27,000 mobile sites and applications, 25,000 SMS campaigns, and hosted over 1 billion mobile page views in 2011.

## Company Information

Gumiyo Inc.

Woodland Hills,  
CA, U.S.A.

[www.gumiyo.com](http://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](http://www.informmedia.ro)

**Topjob.hu goes local**



- Budapest
- Bács-Kiskun
- Baranya
- Békés
- Borsod-Abaúj-Zemplén
- Csongrád
- Fejér
- Győr-Moson-Sopron
- Hajdú-Bihar
- Heves
- Jász-Nagykun-Szolnok
- Komárom-Esztergom
- Nógrád
- Pest
- Somogy
- Szabolcs-Szatmár-Bereg
- Tolna
- Vas
- Veszprém
- Zala

<b>zalajobs.hu</b> powered by topjob.hu	<b>hajdujobs.hu</b> powered by topjob.hu	<b>gyorjobs.hu</b> powered by topjob.hu
<b>vasjobs.hu</b> powered by topjob.hu	<b>tolnajobs.hu</b> powered by topjob.hu	<b>komaromjobs.hu</b> powered by topjob.hu
<b>bacsjobs.hu</b> powered by topjob.hu	<b>bekesjobs.hu</b> powered by topjob.hu	<b>szabolcsjobs.hu</b> powered by topjob.hu
<b>fejerjobs.hu</b> powered by topjob.hu	<b>borsodjobs.hu</b> powered by topjob.hu	<b>nogradjobs.hu</b> powered by topjob.hu
<b>pestjobs.hu</b> powered by topjob.hu	<b>hevesjobs.hu</b> powered by topjob.hu	<b>somogyjobs.hu</b> powered by topjob.hu
<b>pecsjobs.hu</b> powered by topjob.hu	<b>jaszjobs.hu</b> powered by topjob.hu	<b>budapestjobs.hu</b> powered by topjob.hu
<b>veszpremjobs.hu</b> powered by topjob.hu		<b>csongradjobs.hu</b> powered by topjob.hu

# Marketplace for Household Electricity Contracts by Sanoma Digital, Finland

## Innovators

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

## Summary

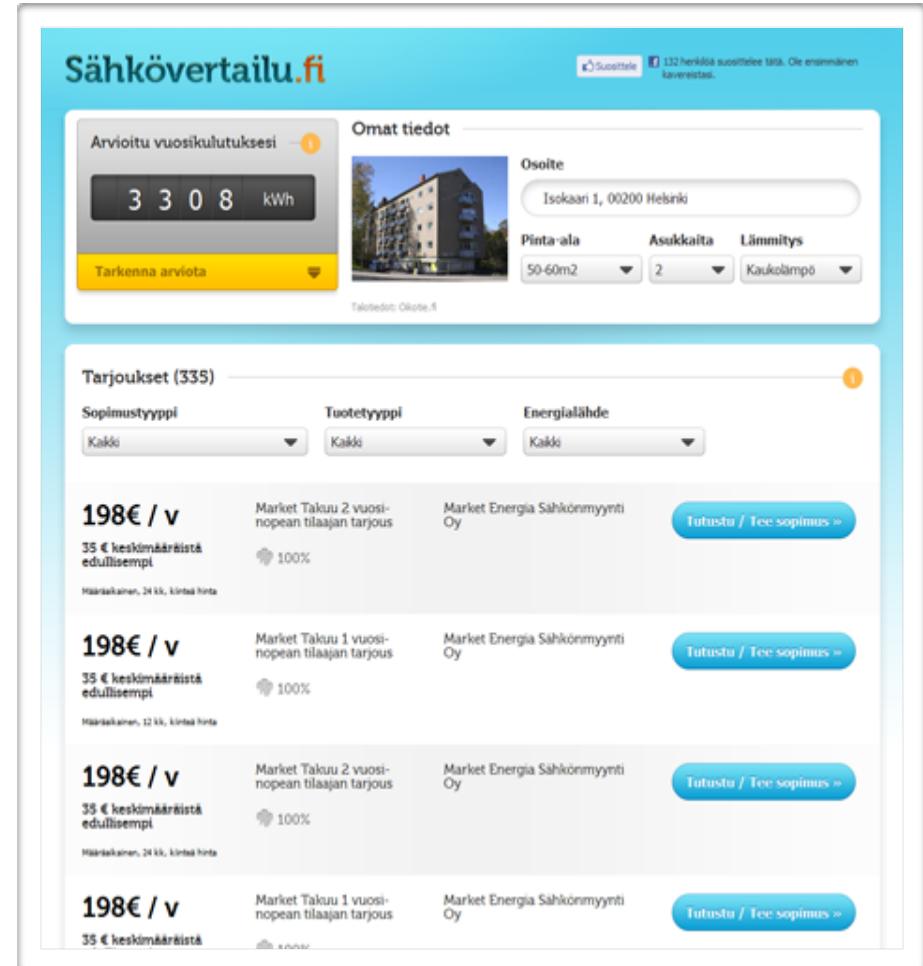
Sähkövertailu.fi is a unique and comprehensive Finnish retail marketplace for household electricity. Sähkövertailu.fi is easy to use; customer only need to know the home address to get offers. The service allows the consumer to compare contracts transparently, based on studied criteria. Sähkövertailu.fi 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](http://www.sahkovertailu.fi)  
[www.sanomanews.fi](http://www.sanomanews.fi)



The screenshot shows the Sähkövertailu.fi website interface. At the top, there is a search bar with the text 'Arvioitu vuosikulutuksesi' and a value '3 3 0 8 kWh'. Below the search bar, there is a section for 'Omat tiedot' (My information) with a placeholder 'Isekaari 1, 00200 Helsinki'. To the right of this is a photo of a residential building. Further down, there is a section for 'Tarjoukset (335)' (Offers) with three offer cards displayed. Each card shows a price of '198€ / v' (198€ / month), a term of '35 € keskimääräistä edullisempi' (35 € average discount), and a provider 'Market Takuu'. Each card also has a 'Tutustu / Tee sopimus' (View / Sign 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, Jofogás.hu wanted to personalize the site by showing relevant content to each and every visitor. To achieve these goals, Jofogás 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%

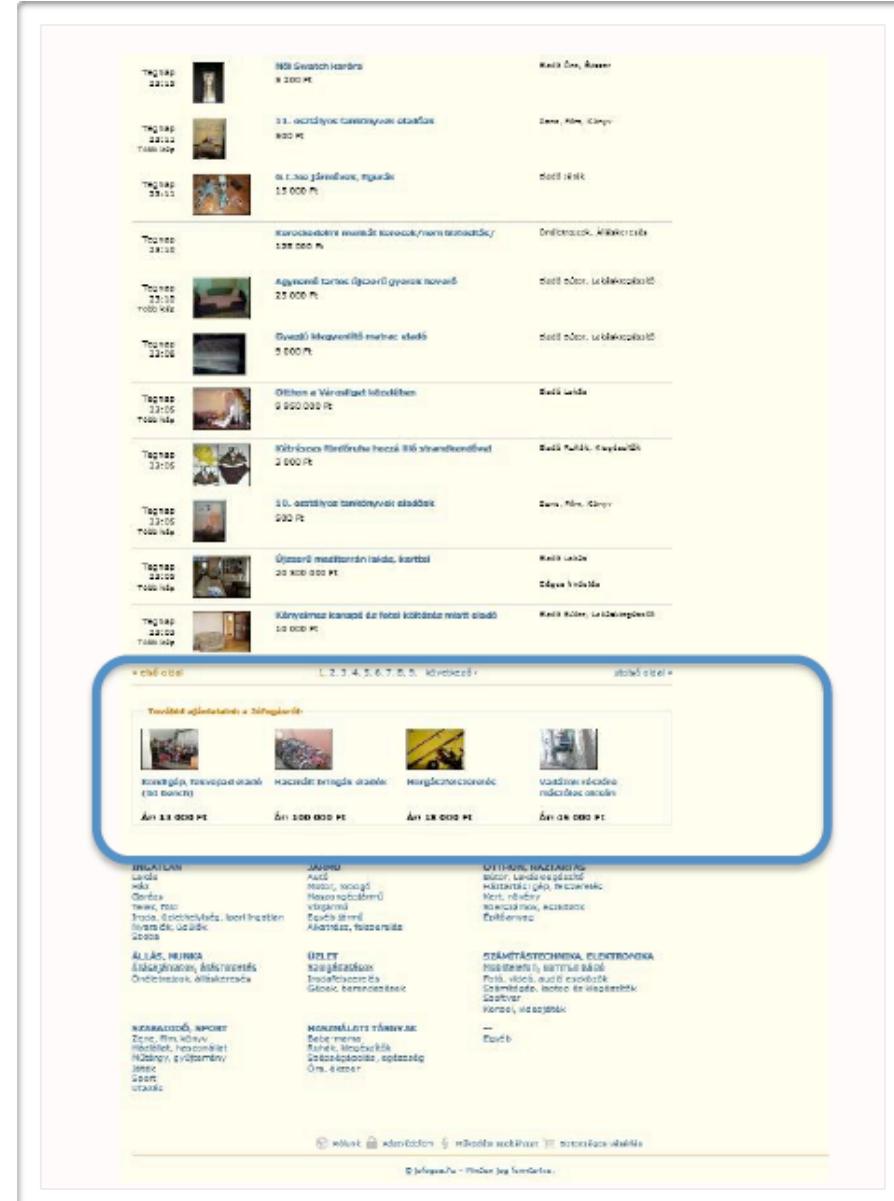
## Company Information

Schibsted Classified Media Hungary Kft., Hungary, Budapest

[www.jofogas.hu](http://www.jofogas.hu)

Gravity R&D Kft., Hungary, Budapest

[www.gravityrd.com](http://www.gravityrd.com)



The screenshot shows a news feed on the left and a sidebar on the right. The news feed lists 10 items with small images, titles, and prices. The sidebar features a 'További ajánlataink a következők' section with four items and a 'Kölcsönözés' section with four items. At the bottom, there are links for 'Munka', 'Adminisztrátor', 'Működtető', and 'Szerzői felület'.

Thumbnail	Title	Price	Category
	Női Swiss Chrono	8 200 Ft	Kedvű össz.
	21. színűvonalú gitártok	800 Ft	Zene, Műv.
	12. színű gitártok, ingás	12 000 Ft	Zene, Műv.
	Moroccói szőnyeg, szőnyegszőnyeg	120 000 Ft	Ördögök, Alkoholos
	Agymiről történő gyakorló gitártok	25 000 Ft	Zene, Műv., Alkoholos
	Gyakorló gitártok, metró, életről	5 000 Ft	Zene, Műv., Alkoholos
	Öltöző a Vérmezőn körülbelül	2 500 000 Ft	Kedvű össz.
	Körösbőr fűszeres hecsék 100 strandkörösfű	2 500 Ft	Kedvű össz., Konyhai
	10. színűzöld tányérkerek szobrok	200 Ft	Zene, Műv., Gyöny.
	Üzemeltetési tálca, kábel	20 000 Ft	Kedvű össz.
	Kinyalmas kancsó a felső körökben mintázás	20 000 Ft	Kedvű össz., Lezajlószemű

További ajánlataink a következők:

	Konyhai, mosogatószekrény (szekrény)	Ár: 13 000 Ft
	Háztartási berendezések	Ár: 100 000 Ft
	Horgászberendezések	Ár: 12 000 Ft
	Városlakás berendezések	Ár: 20 000 Ft

ÖSSZETÁSTÉTEKHÉDÉK:

<b>GYÁRÁLÁS</b> Gála Sok Gép Táv Műszaki, kölcsönzési, leíró hirdetések Műszaki, üzemek 2008	<b>JÁRÉK</b> Műszaki, műszaki Háztartási, kölcsönzési Városlakás Egyéb termékek Alkalmi, hosszúszállítás	<b>GYÁRÁLÁS, HÁZIÉRTÉK</b> Létesítési, termelési Háztartási, gyártási Kerti, részlegy szállásmű, szálláshely Élelmiszer
<b>ALAKÍT. MÉRÉK</b> Állat-, műszaki, kölcsönzési, élelmiszeres Örökléstechnikai, alkalmazások	<b>ÜZLET</b> Káriávalók Instalációs Gépek, berendezések	<b>ÖSSZETÁSTÉTEKHÉDÉK:</b> Műszaki, termelési Fűtés, vízel, autó, családi Gépek, berendezések Káriávalók Kerti, részlegy
<b>KÖRZET</b> Zene, Műv., Gyöny. műszaki, kölcsönzési Háztartási, gyártási Jármű Sport Üzletek	<b>KÖRZET</b> Bébi-mentes Kerti, részlegy Gépek, berendezések Üzlet, üzemek	<b>KÖRZET</b> Dolabı

# 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.

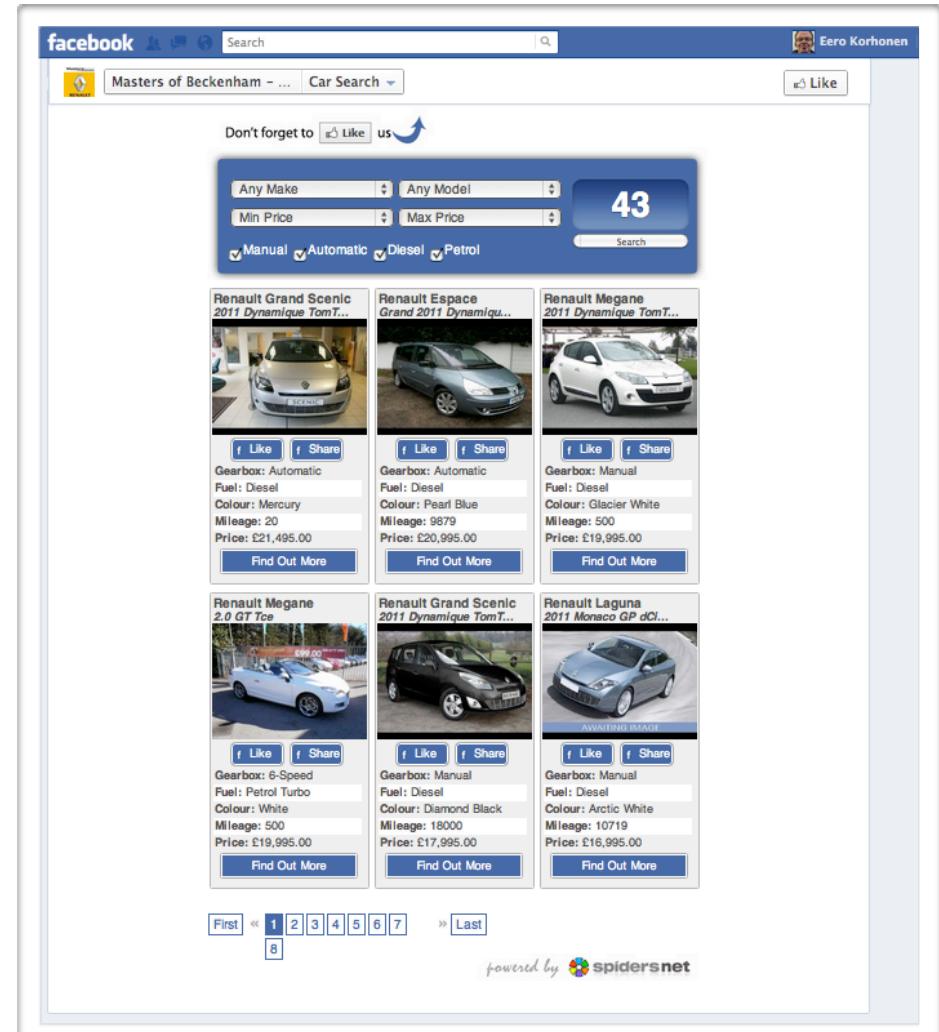
## Results

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](http://www.spidersnet.co.uk)



The screenshot shows a Facebook application interface for 'Masters of Beckenham - ... Car Search'. At the top, there are search fields for 'Any Make', 'Any Model', 'Min Price', and 'Max Price', with checkboxes for 'Manual', 'Automatic', 'Diesel', and 'Petrol'. A 'Search' button is located to the right of these fields. The number '43' is displayed in a blue box, likely indicating the number of results. Below the search bar, there is a grid of six car listings, each with a thumbnail image, 'Like' and 'Share' buttons, and a 'Find Out More' button. The cars listed are: Renault Grand Scenic 2011 Dynamique TomT... (Gearbox: Automatic, Fuel: Diesel, Colour: Mercury, Mileage: 20, Price: £21,495.00), Renault Espace Grand 2011 Dynamiqu... (Gearbox: Automatic, Fuel: Diesel, Colour: Pearl Blue, Mileage: 9879, Price: £20,995.00), Renault Megane 2011 Dynamique TomT... (Gearbox: Manual, Fuel: Diesel, Colour: Glacier White, Mileage: 500, Price: £19,995.00), Renault Megane 2.0 GT Tce (Gearbox: 6-Speed, Fuel: Petrol Turbo, Colour: White, Mileage: 500, Price: £19,995.00), Renault Grand Scenic 2011 Dynamique TomT... (Gearbox: Manual, Fuel: Diesel, Colour: Diamond Black, Mileage: 18000, Price: £17,995.00), and Renault Laguna 2011 Monaco GP dCi... (Gearbox: Manual, Fuel: Diesel, Colour: Arctic White, Mileage: 10719, Price: £16,995.00). At the bottom of the grid, there is a navigation bar with 'First', 'Last', and page numbers (1, 2, 3, 4, 5, 6, 7, 8) and a 'Find Out More' button. The 'spidersnet' logo is visible at the bottom right.

## 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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