

## NEWBASE Newsletter TopNews

Dear ladies and gentlemen, Dear NEWBASE clients

The news has just reached us that NEWBASE has been selected for the final of the AMEC Award for "best use of media evaluation - business to customer".



The Awards, which are now in their seventh year, seek to recognise and promote best practice in communication planning, research and evaluation. The entries were judged by a panel of senior communications professionals chaired by Dr Tom Watson, Deputy Dean (Education) & Reader in Communications at Bournemouth University.

We are eagerly awaiting the final announcement of the winner scheduled for 19<sup>th</sup> November.

Getting into the final round just goes to show the high quality of our media analysis standards and acts as an incentive for us to ensure our place among the best providers of media analysis services through innovative analysis techniques.

You will find more information about AMEC and the Communication Effectiveness Awards 2008 on the following web page:

<http://www.amecorg.com/amec-awards/amec-awards.asp>

If you would like to find out more about our media analysis services, please visit our website:

<http://mediaanalysis.newbase.de>

You can also contact Mr Hessler, who would be glad to answer any questions you may have over the phone, at the following number: (+49) 40 89002 262

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We would be pleased to receive suggestions and comments on this newsletter. Please send these to the following e-mail address: <mailto:news@newbase.de>

Do you want to know more about our products? Then visit our website or contact our staff.

NEWBASE GmbH • Rödingsmarkt 14 • D-20459 Hamburg • Germany

Phone (+49) 40 / 89002 - 0 • Fax (+49) 40 / 89002 - 222 • E-Mail <mailto:news@newbase.de>

District Court: Hamburg HRB 95182 • UID (VAT): DE242113161

Managing Director: Christian Heinisch

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