

## NEWBASE Press Release 09/08

### **NEWBASE Media Analysis short-listed for the finalists of the AMEC-Awards 2008 in London**

Hamburg, 29.09.2008 - NEWBASE was selected for the finals of this year's AMEC Awards in the category of "Best Use of Media Evaluation - Business to Consumer". The top specialists in communication planning, media resonance and evaluation from all over Europe are competing against each other in this annual AMEC (International Association for Measurement and Evaluation of Communication) Award competition.

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 so proud of having reached the final round in this our very first participation in the competition and see our selection as an incentive to carry with the continuous development of our methodology" announced the jubilant Christian Heinisch, MD of NEWBASE GmbH.

The winners of the competition will be announced at the awards ceremony on 19th November.

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Über NEWBASE GMBH:

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