



FINN DIGITAL

CONTACT:
Tiff Pua
414.383.5080
tiff@finndigital.com

Finn Digital Wins 2008 Silver Davey Award for Contest Microsite Branding
Kid-friendly community-outreach contest microsite draws over 32,000 visitors.

MILWAUKEE – November 13, 2008 – The International Academy of the Visual Arts has awarded Finn Digital LLC (www.finndigital.com) with a 2008 Silver International Davey Award for the promotion and branding of the Briggs & Stratton Corporation’s “Diamonds in the Rough” contest microsite (www.briggsdiamondsintherough.com).

The Davey Awards honors outstanding creative work from the best small marketing firms worldwide, recognizing the strength that comes from ideas, intelligence, and out-of-the-box thinking rather than large budgets. The awards are organized by the International Academy of the Visual Arts and sponsored by AdAge Magazine.

Finn Digital partnered with Briggs & Stratton Corporation and CKPR to redesign and develop the interactive, community-outreach contest microsite that allowed kids ages 7-14 to enter an essay along with photos or video about how baseball helped them achieve “the power within”. Twenty regional winners were selected from the entries, each receiving \$5,000 and lawn equipment powered by Briggs & Stratton engines for their home fields. America then voted for their favorite entry, with the winning submission taking home \$10,000 for their home field and a trip for four to New York to attend a Yankees game.

The redesigned website featured online entry submission with strict adherence to the Children’s Online Privacy Protection Act (COPPA) to safeguard the information of the entrants. Interactive features including the “Create My Baseball Card” feature and prominent “Tell a Friend” links placement assisted in increasing overall website traffic 2,100% over the previous year and entry submission by 6%. This is Briggs & Stratton’s fifth year in sponsoring the contest, and Finn Digital’s first year in partnership for website design and development.



FINN DIGITAL

About the Davey Awards

The International Davey Awards honor the achievements of the “Creative Davids” from the best small firms worldwide in the marketing communications industry. It is the leading awards competition specifically for smaller firms, where firms compete with their peers to win the recognition they deserve. The Davey Awards are sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a “Who’s Who” of acclaimed media, advertising, and marketing firms. Visit www.iavisarts.org for more information.

About Briggs & Stratton Corporation

Briggs & Stratton Corporation is the world’s largest producer of gasoline engines for outdoor power equipment. Its wholly owned subsidiary, Briggs & Stratton Power Products Group, LLC, is North America’s number one manufacturer of portable generators and pressure washers, and is a leading designer, manufacturer and marketer of lawn and garden and turf care through its Simplicity®, Snapper®, Ferris® and Murray® brands. Briggs & Stratton products are designed, manufactured, marketed and serviced in over 100 countries on all seven continents. For more information, visit www.briggsandstratton.com.

About Finn Digital LLC

Located in the heart of downtown Milwaukee, Finn Digital LLC specializes in interactive media including website development, video, email marketing strategy and deployment, promotional microsites, web analytics and more. Finn Digital blends informed, consultative creative with high-quality professional multimedia production. Founded in 2004, Finn Digital provides clients with Fortune 100 expertise and a Milwaukee work ethic. For more information, visit www.finndigital.com.