



FINN DIGITAL

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### **Finn Digital Wins 2008 W<sup>3</sup> Silver Award from the International Academy of Visual Arts**

**MILWAUKEE – October 22, 2008**– The International Academy of Visual Arts has presented Finn Digital LLC ([www.finndigital.com](http://www.finndigital.com)) with a 2008 W<sup>3</sup> Silver Award for the design and development of the Briggs & Stratton “My Dream Backyard” contest microsite ([www.mydreambackyard.com](http://www.mydreambackyard.com)).

The W<sup>3</sup> Awards honors outstanding websites, web marketing, and web videos created by interactive agencies and marketing professionals worldwide, and is the first major competition to be accessible to agencies of all sizes, both nationally and internationally. The awards are organized by the International Academy of Visual Arts and sponsored by AdAge Magazine.

Finn Digital partnered with Briggs & Stratton Corporation and LittleWood Inc. to design and develop the interactive contest microsite that showcased six-themed prize packages featuring over 80 products, with big-ticket items in each prize package featured each month. The “My Dream Backyard” contest, which ran online from April to September, allowed users to enter daily for their favorite “prize package”, which consisted of outdoor lawn-and-care products and furnishings donated by participating sponsor companies, with winners being chosen monthly.

Nearly 39,000 unique individuals entered during the contest period with an average of 80,000 entries per month, exceeding Briggs & Stratton’s website traffic goals. Additionally, online users were provided with lawn-and-garden tips with links to Briggs & Stratton’s YardSmarts website ([www.yardsmarts.com](http://www.yardsmarts.com)) as a value-added takeaway. This is the fourth year for the “My Dream Backyard” contest, and the third year that Briggs & Stratton has partnered with Finn Digital.



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### **About the W<sup>3</sup> Awards**

The W<sup>3</sup> Awards honors creative excellence on the Web, and recognizes the creative and marketing professionals behind award-winning websites, web video, and online marketing programs. The W<sup>3</sup> 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](http://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](http://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](http://www.finndigital.com).