

# PRESS RELEASE

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## **Radiocentre announces 2016 IPA Effectiveness Awards partnership**

Radiocentre has joined up with the IPA to become an official partner of the 2016 IPA Effectiveness Awards.

The awards, which are run every two years, are important because they showcase advertising's effectiveness and the meaningful achievement it brings to the bottom line of business. Sixteen of thirty five of the 2014 Awards winners used radio as part of the media mix, including the Grand Prix winner Foster's Lager.

Established in 1980, the IPA Awards are the most prestigious scheme of their kind in the world, attracting entries from the UK's top 100 advertisers and their agencies and key players from the international planning community. Its judges are some of the UK's most successful CEOs and Marketing Directors as well as highly respected industry commentators and academics. They remain the only competition where entries have to prove beyond all reasonable doubt how communication, media and marketing campaigns have worked in hard business terms across multiple channels.

Lucy Barrett, Client Director at Radiocentre says: "Radiocentre and the medium we represent are dedicated to effectiveness. These awards represent the gold standard in advertising effectiveness and it is right that so many entries include radio. In an increasingly complex media landscape, radio is an incredibly effective medium and we are proud to support the IPA and spread the word about how brands can benefit from the commercial radio platform."

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