



Eyeblander's Tough Love Helps Advertisers Tame Rowdy Campaigns

New Eyeblander brand campaign touts "parental involvement" with digital marketing

New York, New York (September 23, 2008) – *"It's 10PM. Do You Know Where Your Search Ads Are?"* Eyeblander's new interactive campaign urges marketers to take advantage of their hands-on approach to digital media performance. The campaign, focused on cross-channel marketing, mimics the style of well-known PSA campaigns, warning advertisers of the "dangers of unsupervised media." The campaign promises to give marketers the tools to get more deeply involved with their digital campaigns, "change the rules of engagement" and make their media dollars work harder.

"Responsible cross-channel marketing begins with people who understand its true potential," said Gal Trifon, CEO and Co-founder of Eyeblander. "Eyeblander's newly launched ad campaign is designed to encourage marketers to think beyond the click and inspire the online industry to take control and get more involved in their campaign's life-cycle."

With so many ways to express a brand's attributes online, from static banners to full-motion video to mash-ups, search and widgets, today's campaigns are "not necessarily bad, just misunderstood." Eyeblander's "PSA" campaign asks a series of pointed questions designed to help marketers identify a troubled media mix:

- *Is your media running with the wrong crowd?*
- *When was the last time you and your digital campaign truly connected?*
- *Search and display not getting along?*

Supporting copy warns readers of "...keywords hanging around search engines waiting for some action" and offers to "help digital media be so much more."

To view to samples of Eyeblander's PSAs, click here on [Act Responsibly](#) select one of the five Eyeblander ads.

About Eyeblander

In 1999, Eyeblander was among the pioneers in rich media communication. Today, Eyeblander extends its inventive heritage in digital advertising through Ad Campaign Manager (ACM). ACM enables interactive agencies, advertisers and publishers to manage campaigns across digital media channels, including online, mobile and in-game, and a variety of formats, including rich media, in-stream video, display and search. ACM is a robust, integrated and easy-to-use platform that allows customers to focus on campaign strategy, creativity and media efficiency without having to worry about the technical complexities associated with managing global advertising campaigns online.

In 2007, Eyeblander delivered campaigns for nearly 7,000 brand advertisers serving approximately 2,500 ad agencies across over 2,500 global web publishers in over 40 countries worldwide throughout North America, South America, Europe, Asia Pacific, Africa and the Middle East.

Learn more at <http://www.eyeblander.com>.

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