



E2 awarded 2009 'Best Experiential Agency' by B&T Magazine

Sydney: Monday 07 November 2009

Experiential design consultancy, E2, is thrilled to announce success in this year's B&T Awards, where they were awarded Best Experiential Agency of 2009.

E2 fought off competition from 10 finalists in each category and were then announced as Winner at an awards ceremony held at the AJC, Royal Randwick, Sydney on Friday 4 December.

The annual B&T Awards recognize excellence in all areas of marketing, media and communications and have become the industry benchmark for excellence.

'We are absolutely thrilled to have been recognised. We have come a long way in just two years and it is important to pause and take breath and celebrate the journey on which we have come so far. We have big plans for 2010 and beyond, and this for us, is just the beginning of an extremely exciting future.' Robbie Robertson, Managing Director, E2.

E2 have increasingly earned an international reputation for 'thinking differently' placing emphasis on the 'show-me' aspects of brand delivery. E2 believe that it is experience, rather than information, that is the prime driver of human behavior and in the last two years have completed over 178 projects and are currently working on another 40.

Editor of B & T Tim Addington said E2 deserved the award for pushing boundaries.

"The jury thought E2 had redefined experiential marketing and were pushing the boundaries of the emerging sector. It's work for Commonwealth Bank and Qantas was a standout in the category. They are worthy winners of the 2009 Experiential Agency of the Year Award, and I congratulate them," Tim Addington, editor B&T.

Their offer spans retail, workplace design, experience centres, events, environmental graphics, brand identity and brand communications. The strength of this offer and their breadth of talent has allowed them to successfully deliver experiential solutions across a gamut of brands both here and abroad, including **Qantas, Commonwealth Bank, St George, Sony, Kodak, Westfield, Virgin Mobile, Herman Miller, News Ltd** - and the list goes on.

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BACKGROUND INFORMATION

E2 is an experiential design consultancy that delivers tangible business solutions. Started in October 2007 by Robbie Robertson and Alex Ritchie E2 have worked with clients including; Qantas, Virgin Mobile, Commonwealth Bank, OPSM, The Australian Government and Crestell Packaging.

E2 pride themselves on being a group of passionate, enthusiastic people with a strategic approach, that offers real returns on a client's spatial assets; physical and virtual.

The E2 team is built up of researchers, innovators, strategists, architects, designers and producers who collaborate throughout the entire design process. From concept to realisation, E2 believe the sum is greater than the parts.

E2 offers services that cover the full spectrum of tangibles and intangibles that define a space, from place-making through to environment and object design and onto service delivery, brand messaging and market solutions. Their process is customer focused and always takes its lead from the end users direct experience.

The five-senses drive innovation at the E2 studios where all the varying parts are combined to create a greater sum - a holistic experience within a designated physical or virtual space that is precisely articulated, differentiated and targeted.

E2 offer a range of services from branding and design, interiors, architecture and events. They are the creators of the Table4Ten charity that raises money for Prostate Cancer Research and are a team of 14 people based in Paddington. Find more information at www.e-2.com.au