

Best Branded Web Sites, Video

by [Melinda Gipson](#) on Monday, November 16, 2009



Creative collaboration marks the intersection between Web media and actual innovation, and that energy can mark the efforts of American Express, or companies of which you've never heard. At least that's the case for our best branded Websites and best branded video categories for the DPAC Awards.

Best Branded Websites: Yes, the category does feature entries like [American Express's OPENForum.com](#). But, with all the technology that's engaged in efforts to personalize the Web experience, would it surprise you to know how effective a simple quiz can be?

[Reingold Inc. built BeautyforLife.com](#) to provide information from actual plastic surgeons to women seeking cosmetic surgery. The quiz uses information about each visitor's age, appearance, beauty regimen, lifestyle, and body image to create a personalized Beauty for Life plan with advice on both lifestyle changes and cosmetic medical procedures that can help them achieve their personal goals. The site averages 200 user registrations per week.

For Aczone, Indelible created [ACZONE: THE MUSICAL](#) backed up by a full-scale marketing campaign featuring rising star, Michael Welch of Twilight. In addition to being the centerpiece of the musical itself, he will also promote the musical at various red carpet events, high-profile exclusive interviews, and in user-generated contests. [The campaign](#) reaches a broader audience by partnering with pop-culture, music and teen-empowered community sites complimented by a robust social media campaign -- all targeted at the hard-to-reach teenaged male.

In the category of Best Branded Video, Minyanville believes a little levity goes a long way towards a better understanding of what happened and why. The company takes its [animated news team Hoofy and Boo](#) into the online creative finalists' circle of the DPAC Awards.

Hardee's® signed on as the premier sponsor of the original Animax Unplugged video series, [SLOT CAR](#) webisodes, produced by Animax Unplugged. The [parodies of stock car auto racing](#) raised awareness for the fast-food chain.

Businesswomen of all ages and career stages – the audience PINK has connected with and supported over the past five years – can easily fit mentoring into their schedules through through [bite-sized video interviews](#) with some of America's most influential women in business. Audiences across multiple business sectors and geographic regions can access these short but valuable mentoring segments through the PINK TV website and as links delivered to subscribers of Little PINK Book, the publisher's daily e-Note.

Full briefs are available to members of [DM2PRO.com](#), a community of digital media and marketing pros who are looking to do a little creative collaborating themselves. C'mon -- be a Pro!

Tags: American Express, Reingold, beauty, Aczone, Indelible, Minyanville, Animax Unplugged, Hardee's, PINK, best branded video, best branded Website, DPAC Awards