



July 12, 2011

Dear People of DMACS:

Six years ago, I set out to honor and inspire the folks I respected: my fellow troops in the field of entertainment digital marketing - studio executives and the agency teams which helped them break new ground almost daily - the creative directors, art directors, technical directors, designers and programmers who made rich media entertainment advertising happen.

I thought the digital creative coming out of our industry was spectacular and ground breaking. And yet, at the time, digital advertising got very little respect. There were no awards dedicated to entertainment digital advertising and those few interactive honors that existed at the time often overlooked the entertainment industry. Even more, there was no place for the creative minds I loved and respected in the digital trenches to come together and be inspired and challenged to break new ground.

And so the Digital Media Advertising Creative Showcase (DMACS Awards) was born and grew over the last five years into last year's great, sold out event, populated by industry leaders and honoring excellence in entertainment advertising across multiple channels for movies, games, television and home entertainment.

I was thrilled to start the DMACS to showcase such great and wonderful work and bring together like minds and I hope, help the industry grow. And grow it has. Now, everyone understands the importance and impact of digital media - interactive media, rich media and engaging across platforms from laptops to digital outdoor to the powerful phones you're more than likely reading this on right now.

Evolution and then revolution happens quickly in this space. And that's part of the fun, to be on the brink and the forefront of breaking new ground - new technology, new ideas, new boundaries. There are plenty of opportunities now to gather and learn from our community - from ThinkLa to DigitalLA to the Producer's Guild New Media Council, among so many others. There are also many, many awards shows that now honor online, mobile and special advertising for all categories, including entertainment.

So I realized this year, as I started up to work on DMACS 2011, that my mission was accomplished. I started the DMACS to fill a void... and the void has been filled. It's overflowing now. We've all grown up. It's time to move on. Last year's DMACS was the best and biggest ever and I think it's best to always end on a high note.

So it is with great joy - and a bit of sadness - that I announce the end of the DMACS Awards. I would love to hear your thoughts and have created a [survey here](#). The DMACS Awards Survey is open for your thoughts and suggestions. Who knows what will happen if I see another void which needs filling!

I want to thank DoubleClick Rich Media and Video, YouTube and Google for being great sponsors and participants over the years. And I want to thank my DMACS team, in particular Robert Williams and Sarahbeth Grossman, for their help. A particular thank you must go to Chris Young, now of DGB, who not only inspired me to start the first DMACS, but also allowed me free reign to do so.

And I want to thank all of you who have supported the DMACS and enjoyed the DMACS- the creative community across agencies, rich media companies, publishers, studios, networks – all of us who continue to create awe-inspiring advertising that brings emotion and engagement to digital life. Keep it up!

All my best,



Susan Lambert
Founder and Host
DMACS Awards 2006 - 2010

PS – I really would love to hear your thoughts on the end of the DMACS Awards. Please fill out our survey:
<http://www.surveygizmo.com/s3/582516/ccab0a94a824>