

# Mad\*Pow Wins for Design of Variety.Com at the 2009 MITX Interactive Awards

FOURTEENTH ANNUAL MITX INTERACTIVE AWARDS RECOGNIZES THE MOST INNOVATIVE, EFFECTIVE, AND COMPELLING ACHIEVEMENTS IN INTERACTIVE TECHNOLOGIES

**BOSTON, MA, November 18, 2009** – Mad\*Pow today announced that it was selected as a winner at last night's 14th Annual MITX Interactive Awards. Mad\*Pow won for their work on Variety magazine's Web site, Variety.com. Held annually by the Massachusetts Innovation & Technology Exchange, the MITX Awards recognize excellence in the creation of Web innovations designed, produced or developed in New England, and is the largest and most prestigious interactive awards competition in the country.

Recognized and respected throughout the world of show business, Variety is the premier source of business entertainment news. Since 1905, the most influential leaders in the industry have turned to Variety for timely, credible and straightforward news and analysis - information vital to their professions. Variety wanted to give the Web site a fresh, updated look and feel, as well as increase its reach and advertising revenue by targeting fast developing industry sectors. To achieve these business goals, Mad\*Pow delivered an experience design strategy that included a review of existing research, user task flow analyses, a navigation overhaul, and an imaginative visual direction. Success of the site will be measured by an increase in advertising revenue, due to a more concise user flow for ad purposes.

Variety's Jennifer Collins, had worked successfully with Mad\*Pow while at a previous company. She selected Mad\*Pow for the company's design expertise and proven methodology to better understand how people interact with technology. "I knew Mad\*Pow was the right partner for our project. A lot of thought went into the delivery of the content, in order to provide the most value to our readers and advertisers. They also worked very hard and efficiently to deliver a working Web site to meet our deadlines."

"It's all about doing great work for our clients," states Amy Cueva, founder and chief experience officer for Mad\*Pow. "Our employees; visual designers, Flash experts, usability professionals, and sales staff have made huge contributions to our success and continue to position Mad\*Pow for the future. We will continue to strive for excellence on behalf of our clients."

## ABOUT MITX

Established in 1996 The Massachusetts Innovation & Technology Exchange (MITX) is the region's premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With more than 70 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA. For more information please go to [www.mitx.org](http://www.mitx.org).



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## **ABOUT MAD\*POW**

Mad\*Pow is an experience design agency based in Portsmouth, NH. The company merges the science of human factors with the art of digital design to deliver powerful interactions that help clients increase customer satisfaction, improve conversion, maximize retention, and cut costs. The company's services include e-business strategy, user research and analysis, interaction design, visual design, and interactive media production. Mad\*Pow works with global industry leaders, including Fidelity, Monster, Timberland, Aetna, and Autodesk. For more information, please contact Josh Corringham at 603.387.8307 or [josh@madpow.net](mailto:josh@madpow.net) or visit [www.madpow.net](http://www.madpow.net).