

Eastline's digital strategy for Canadian website awarded

Beirut. Loveletterstothefuture.com, produced by Canada-based firm Xenophile Media, and whose digital strategy was developed by Beirut-based online agency Eastline Marketing, won two gongs at the 14th edition of the Webby Awards, established in 1996 to honor excellence on the Internet.

Two honors – the Webby Award and the People's Voice Award – are presented in websites, interactive advertising, online film and video, and mobile web.



Designed to raise public awareness about the 2009 Copenhagen summit and environmental issues, the website was awarded both the Webby Award and the People's Voice Award in the Green category. Eastline Marketing's strategy consisted in getting stakeholders involved in environment protection to send letters and other materials to be posted on the website.

A hundred of these letters were then enclosed in a time capsule that will be opened in 2109. The project's Facebook page attracted 4,000 fans and more than 2,300 letters were sent.