



7<sup>th</sup> March 2008

## **Breaking news from last night's MediaGuardian Awards for Innovation (the Megas)...**

Dave, formerly UKTV G2, won launch of the year following its repositioning as "the home of witty banter".

The judges praised the rebrand, saying: "Dave did a fantastic job of rebranding an ailing product. The relaunch gave a nondescript channel a strong personality overnight."

The awards, launched to recognise cutting edge innovation across the media industry, received more than 400 entries from different sectors, so this win is an outstanding achievement against very hot competition.

The Red Bee Media team played a key role in the development and execution of Dave's distinctive name, brand identity, on-screen presentation and launch advertising campaign. Congratulations in particular to Mills Willis, Jonathan Wise, Ruth Shabi and Kevin Hill as well as everyone else who played a part in the relaunch.