

KALAMAZOO, Mich., Sept. 30, 2013 /PRNewswire/ -- Competing against more than 4,000 entries, digital agency Biggs|Gilmore took home one Gold W3 Award and 12 Silver W3 awards in the 2013 W3 Awards. The W3 Awards, judged by the International Academy of the Visual Arts, honor outstanding websites, Web marketing, Web video, and mobile apps created by some of the best interactive agencies, designers and creators worldwide.

"To win awards on behalf of seven different brands reinforces the incredible depth of talent that exists at this agency," said Andy Gould, senior vice president, executive creative director.

Biggs|Gilmore nabbed a Gold W3 Award for the Rice Krispies Facebook page (Social Media, Food and Beverage). The agency also won Silver W3 Awards for:

- Cottonelle's Name It Campaign (Social Content, Promotions and Contests)
- Cottonelle's Facebook page (Social Media, Consumer Goods)
- FrootLoops.com (General Website Category, Food and Beverage)
- FrostedFlakes.com (General Website Category, Food and Beverage)
- MorningStarFarms.com (General Website Category, Food and Beverage)
- Pop-Tarts.com (General Website Category, Food and Beverage)
- MorningStar Farms Meatless Mondays (Online Campaign, Food and Beverage)
- Rice Krispies Moments that Snap, Crackle and Pop (Social Campaign, Food and Beverage)
- Pop-Tarts Peanut Butter (Social Campaign, Food and Beverage)
- Pop-Tarts Facebook page (Social Media, Food and Beverage)
- Frosted Flakes Facebook page (Social Media, Food and Beverage)
- Pringles Facebook page (Social Media, Food and Beverage)

About W3 Awards

The W3 Awards honor creative excellence on the Web and recognize the creative and

Biggs|Gilmore Wins 13 W3 Awards Including a Gold for Rice Krispies

Written by Australian Business

marketing professionals behind award-winning websites, Web video and online marketing programs. The W3 is the first major Web competition to be accessible to the biggest agencies, the smallest firms and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies. The W3 Awards are sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising and marketing firms. Please visit www.iavisarts.org for a full member list and additional information.

About Biggs|Gilmore

Biggs|Gilmore is a digital creative agency with offices in Chicago and in Kalamazoo, Michigan. Named Top Agency in the 2009, 2010, 2011 and 2013 Internet Advertising Competition; Top Agency in the 2011 and 2012 WebAwards; and an AdAge Agency of the Year in 2010, Biggs|Gilmore delivers measurable and award-winning results for Fortune 500 clients including Heinz, Kellogg Company and Kimberly-Clark. Follow us on Twitter

[@BiggsGilmore](https://twitter.com/BiggsGilmore)

and read our agency blog,

[Slacker CEO](#)

.

SOURCE Biggs|Gilmore

RELATED LINKS <http://www.biggs-gilmore.com/>