



Asia-Pacific Effie Awards Off To A Flying Start

Singapore, 13 December 2007 - The Asia-Pacific Effie Awards programme is off to a flying start, with the Steering Committee today announcing their shortlist of 24 finalists selected from more than 150 entries submitted from across the region - 50% higher than the number expected.

The judging panel included thirty-five of the region's most experienced marketing communications professionals - media planners, creative directors, account planners and agency heads, as well as research professionals, academics and marketing directors from a variety of major advertisers.

Established in 1968 by the New York American Marketing Association, and today considered the 'results' award in some 35 countries, the Effies reward exceptional achievement in creating effective marketing campaigns. By recognizing ideas that work, the Effies have become the global benchmark for creative effectiveness. The first-ever winners of the Asia-Pacific Effies will be announced at the inaugural World Effie Festival in Singapore next February.

Building on the success of national Effie programmes in India, Singapore, New Zealand, China and Hong Kong as well as the long-running AFA effectiveness award in Australia, the Asia-Pacific Effie is the first effectiveness award in Asia to provide the robustness of a global award programme, while acknowledging that marketing communications in Asia work differently from those in the US and Europe, with few campaigns able to meaningfully cross borders. A total of 18 countries submitted entries for the Asia-Pacific Effie, with Malaysia, Korea, Bangladesh, United Arab Emirates, Taiwan, Philippines, Thailand, Indonesia, Japan, Sri Lanka, Vietnam and Pakistan joining the six nations with existing country-level effectiveness programmes.

Judd Labarthe, Chairman of the Asia-Pacific Effie Awards, said: “We are extremely pleased with the response from the region for this inaugural competition. First, the breadth of support has been terrific, with 18 countries participating. But it’s not just quantity we are getting, it’s quality as well. I’m especially pleased that 26 entries from countries with no previous Effie experience made it into the second round of judging, and even more thrilled that nine of our 24 finalists are ‘Effie newbies.’”

(The list of finalists is appended to this release and can also be found at www.ias.org.sg)

Added Labarthe: “Accountability is arguably the leading issue in marketing today; that is, what results are we getting out of the investment we make? So it’s not just gratifying to see such strong participation, it’s also quite encouraging. One of the key benefits of a strong regional Effie program is that it puts the issue of accountability front and center - and makes it not just interesting but attractive for agencies and clients to jointly prove that our work works.”

According to Labarthe, entries had to meet stringent criteria, demonstrating thinking that delivered not only outstanding business results but also strong creative acumen from top to bottom. Judges were briefed to score campaigns based not only on their effectiveness, but also on how the various components of each campaign - strategy, creative, media, and research - came together to achieve these great results.

One of the judges, Mr Pranesh Misra, President and Chief Operating Officer of Lowe India said, “The judging process was clearly of a very high standard, with so many high-powered professionals sitting on the panel. And even despite the stringent criteria and high standards imposed, there definitely was a high caliber of thinking among the many submissions, and we were duly impressed.”

The winners of the first Asia-Pacific Effie Awards will be announced at a gala dinner at the World Effie Festival, which will take place in Singapore on February 28 and 29th next year. The event will also feature the presentation of the Global Effie Awards - the first time this has occurred outside New York.

The Festival will be graced by Singapore's Minister Mentor Lee Kuan Yew, who will speak about the creation of "Brand Singapore" and how the Singapore Government developed its positioning as a regional and now, a global business hub. Mr Lee will be interviewed on this topic by Jean-Marie Dru, worldwide CEO of the advertising group TBWA.

Other speakers already confirmed to appear at the World Effie Festival include Lord Sebastian Coe, the former double Olympic gold medalist and Chairman of the 2012 London Olympics, the heads of several global advertising agencies, and marketing chiefs of some of the world's most powerful brands (Yahoo, Mastercard, Unilever and more).

The inaugural World Effie Festival is dedicated to understanding, inspiring and celebrating creative effectiveness in communications. More than 2,000 advertising and marketing professionals from around the world are expected to attend the event at Singapore's Suntec City Convention Centre, which is organised by the New York American Marketing Association and the Institute of Advertising Singapore (IAS), and supported by DesignSingapore Council. In addition to those attending in person, a global audience of "virtual" delegates will be able to view the highlights via blogs and webcasts. The World Effie Festival is intended to become an annual calendar event, with the second festival already confirmed for Singapore in February 2009.

Visit www.worldeffiefestival.com to find out more or register your attendance.

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About the Effie Awards

The Effie Awards honor the most significant achievement in the business of marketing communications: ideas that work. Known by advertisers and agencies globally as the pre-eminent award in the industry, the Effies recognize any and all forms of consumer engagement that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the EURO Effie, the Asia Pacific Effie and more than 35 national Effie programs. For more details, visit www.effie.org.

For further information, please contact:

Jennifer Goh/Stefan Pertz
Institute of Advertising Singapore
Tel: (65) 6220 8382
Mb: (65) 6221 1106
Email: jennifer@ias.org.sg / Stefan@ias.org.sg

The following are the Finalists of the 2008 Asia-Pacific Effie Awards :

Consumer Services

1. Campaign Title: A Billion Dollar Affair
Agency: Ogilvy & Mather Advertising
Client: RaboPlus
Country: New Zealand
2. Campaign Title: DiGi Yellow Coverage Fellow (YCF)
Agency: Naga DDB Malaysia
Client: DiGi
Country: Malaysia
3. Campaign Title: Great Idea Can Turn a Negative into a Positive
Agency: Ogilvy & Mather
Client: PX Mart
Country: Taiwan
4. Campaign Title: Guess Who's Just Heard from Us?
Agency: DraftFCB Ulka Advertising
Client: Info Edge India
Country: India
5. Campaign Title: Rabbits
Agency: Belgiovane Williams Mackey
Client: Telstra BigPond
Country: Australia
6. Campaign Title: Why Pay More for the Same Quality
Agency: Ogilvy & Mather Advertising
Client: PX Mart
Country: Taiwan

Food & Beverage

1. Campaign Title: Burning 1 Calorie is Unbelievably Easy
Agency: Ogilvy & Mather Advertising
Client: Coca-Cola China (Hong Kong Region)
Country: Hong Kong
2. Campaign Title: Irresistible to Men since 1889
Agency: Saatchi & Saatchi
Client: DB Breweries
Country: New Zealand
3. Campaign Title: World Heart Day
Agency: McCann Erickson
Client: Marico Industries
Country: India

Pro-bono/Government/Cultural/Issue Campaigns

1. Campaign Title: Confidence with Gasohol
Agency: Ogilvy & Mather Advertising
Client: Ministry of Energy
Country: Thailand
2. Campaign Title: It's all in the Details
Agency: DDB
Client: Republic of Singapore Air Force
Country: Singapore
3. Campaign Title: Light a Million Candles
Agency: TBWA/Tequila
Client: Standard Chartered Bank
Country: Singapore
4. Campaign Title: Navy Page-turner
Agency: Saatchi & Saatchi
Client: Republic of Singapore Navy
Country: Singapore
5. Campaign Title: Wipe Off 5 Save Lives
Agency: Grey Melbourne
Client: Transport Accident Commission
Country: Australia

Non-Food FMCG

1. Campaign Title: Axe Japan Launch
Agency: BBH
Client: Unilever
Country: Japan
2. Campaign Title: My Inspiration, My Libang
Agency: Saatchi & Saatchi
Client: Nippon Paint
Country: China
3. Campaign Title: Neovela
Agency: Harrison Communications
Client: United Laboratories Inc
Country: Philippines
4. Campaign Title: Uncommon Sense
Agency: Bates
Client: Marico
Country: India

Consumer Durables

1. Campaign Title: Lost in Translation
Agency: Grey Advertising
Client: Nokia
Country: Bangladesh
2. Campaign Title: MotoFlip: People Will Talk
Agency: Ogilvy & Mather Advertising
Client: Motorola
Country: India
3. Campaign Title: NIKE 5K Run, Everyone Can 'Just Do It'
Agency: Ogilvy & Mather Advertising
Client: NIKE
Country: Taiwan
4. Campaign Title: Skinning the Competition
Agency: The Sydney Furnace
Client: Skins™ Compression Garments
Country: Australia
5. Campaign Title: Smart TV
Agency: DDB
Client: StarHub
Country: Singapore
6. Campaign Title: Viva Loves You
Agency: Naga DDB Malaysia
Client: Perodua Sales
Country: Malaysia

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