



Singapore's Minister Mentor Lee Kuan Yew to speak at first World Effie Festival

Distinguished Leader to discuss the building of "Brand Singapore"

Singapore, 22 October 2007 - Singapore's Minister Mentor, Mr Lee Kuan Yew, will grace the inaugural World Effie Festival, which will be held in Singapore on 28th & 29th February 2008.

Minister Mentor Lee 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 now Chairman of the 2012 London Olympics, together with heads of global advertising agencies and marketing chiefs of some of the world's most powerful brands.

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 presented by the New York American Marketing Association and the Institute of Advertising Singapore (IAS), and supported by DesignSingapore Council

The event will also feature the presentation of the Global Effie Awards – the first time this has occurred outside New York, where the Effie Organisation was founded in 1968. The first-ever Asia Pacific Effie Awards will also be presented in Singapore, celebrating the most effective campaigns developed by advertising and marketing agencies across the region.

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Stephen Mangham, Chairman of the World Effie Festival Supervisory Board and Group Chairman of Ogilvy & Mather Singapore said: "We are deeply honoured that Minister Mentor Lee Kuan Yew has agreed to speak at the inaugural World Effie Festival. This highlights Singapore's position in the forefront of Asia's emergence as a global force in advertising and marketing communications".

In addition to the more than 2,000 advertising and marketing professionals expected to attend the inaugural World Effie Festival, 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.

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.

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