



Client : WORLD EFFIE FESTIVAL  
Publication : Channel NewsAsia Online  
Date : 7 Jun 2007

## Singapore to host first World Effie Festival in 2008

By Dominique Loh, Channel NewsAsia | Posted: 07 June 2007 2001 hrs

SINGAPORE: The local advertising industry will be getting a major boost when Singapore hosts the first ever World Effie Festival in 2008.

Top creative minds from all over the world will converge at Suntec City for the two-day event in February.

It will also be an opportunity to pick the brains of leading experts in the field and help understand what makes good communication.

The Effie programme, which celebrates 40 years of effective marketing communication, will have another first - an Asia Pacific Effie Award to be handed out at the inaugural event.

The idea of having the Festival was hatched in Singapore and all it took were two meetings with Effie headquarters in New York to seal the deal.

"This festival really showcases advertising effectiveness from around the world and obviously we are going to have a full array of great advertising from all over the world.

"... this will definitely add on to the educational level of the advertising professionals in Singapore. Now Singapore, being the hub of Asia, can also play the added role of increasing the profile of this profession in the whole of Asia Pacific," said James Yip, President, Institute of Advertising.

"The Asia Pacific region is growing rapidly, and branding and advertising is obviously going to become a very important feature in our business."

Stephen Mangham, Group Chairman, Ogilvy and Mather, said: "I think the Effie organisation [is] really looking to make the Effies a global property. And they realise that to do that they need to step outside the US and not be too US-centric.

"So in stepping outside the US, where to have this operation, where to hold this place... it seems natural that it should be in Asia because Asia is the booming region for many of the clients on the marketing side and the advertising agencies. And if you are going to hold an event in Asia, Singapore, in terms of its infrastructure, its location, is a natural choice." - CNA/yy

Client : WORLD EFFIE FESTIVAL  
 Publication : The Straits Times  
 Date : 8 Jun 2007

## S'pore to host first global advertising festival next year

More than 2,000 top execs in various fields and in communication expected at the event

BY NICHOLAS FANG

SINGAPORE has been selected as the venue for the inaugural World Effie Festival, a prestigious event dedicated to effectiveness in the communication, advertising and marketing industries.

The festival, to take place at Suntec City Convention Centre next February, will bring together more than 2,000 recognised leaders in communication and other fields such as architecture, design and entertainment.

The festival is linked to the Effie Awards - regarded as the Oscars of the advertising and marketing industries around the world.

Speaking last night at a press conference ahead of this year's Singapore Effie Awards, World Effie Festival supervisory board chairman Stephen Mangham said

that Singapore was the natural choice.

"The Global Effie Awards are based in New York, but Singapore was chosen to host the festival as it is a world centre itself. The industry is growing rapidly here in Asia and it is a region that a lot of the world leaders in advertising, marketing and business are focused on.

"We are in the process of discussing the transfer of the global awards from New York to Singapore to be presented at the World Effie Festival."

Mr Mangham, who is also group chairman of Ogilvy & Mather Singapore, believed the festival would provide an invaluable forum for the industry.

"The speakers and participants will discuss how to deliver and measure creative effectiveness, and ultimately, how to create value in communication.

"There will be a full suite of success case studies which will showcase winners of previous Effie Awards from all around the world, along with successful Asian brands and the 'best from the West'."

He said the long-term plan is to base the festival in Singapore, but only the events for next year and 2009 have been confirmed here.

The festival was the brainchild of Institute of Advertising Singapore (IAS) honorary executive director Patrick Mowe, who came up with it last June. He presented it to the IAS council, which then mooted the idea to the Effie base in the United States late last year.

"It will be the first global event of its nature to be held in Asia and it's great that Singapore will get to host it," he said yesterday.

Including Singapore, China, India and New Zealand, 33 nations host their own Effie awards.

As part of the World Effie Festival, the first Asia-Pacific Effie Awards will also be presented next year.

IAS president James Yip said that the awards will be open to the national winners from the countries with established Effie programmes, as well as other nations including Australia, Indonesia, Kuwait and Saudi Arabia.

These entries would have to go through a pre-qualifying round before joining the earlier winners in the final stage.



A WORLD CENTRE

"The Global Effie Awards are based in New York, but Singapore was chosen to host the festival as it is a world centre itself."

MR STEPHEN MANGHAM, World Effie Festival supervisory board chairman



PHOTOS: LIANHE ZAOBAO

COMING OF AGE

"Asia has come of age in marketing and advertising practice, and it is appropriate that we launch these awards at the first-ever World Effie Festival."

MR JAMES YIP, IAS president

Mr Yip said: "Asia has come of age in marketing and advertising practice, and it is appropriate that we launch these awards at the first-ever World Effie Festival."

"As the quality of the entries for national Effie programmes in Asia has improved, industry professionals need to know how the

effectiveness of their work compares with that of their colleagues across this diverse region."

At last night's Singapore Effies, DDB Worldwide emerged tops with two gold awards, for campaigns in the electronic and print media, entertainment and gaming category and also in the government and institutions category.

Ad agency Eleven also took home a gold award, in the fast food and restaurants category.

Seventeen gold, silver and bronze awards winners were announced at a gala dinner held at the Shangri-La Hotel.

nicholas@sph.com.sg

Client : WORLD EFFIE FESTIVAL  
Publication : Business Times  
Date : 8 Jun 2007

---

## S'pore to host first World Effie Festival

**2,000 professionals from advertising, marketing sectors will attend**

By **LYNETTE KHOO**

SINGAPORE will host the first-ever World Effie Festival from next year, a global event bringing together leaders in communications and related fields to share their marketing experiences.

The inaugural event at Suntec City Convention Centre on Feb 27-28, 2008 will be attended by an estimated 2,000 professionals from the advertising and marketing industries worldwide. It is expected to be a yearly event held in Singapore.

"The idea is the festival will always be held here to give it a home ... because when you give the event a home, it gives (the event) stability, (gives Singapore) the track record of holding the event and gives it more chance of lasting longer and being part of our industry," said Stephen Mangham, chairman of the World Effie Festival Supervisory Board. He is also group chairman of Ogilvy & Mather Singapore Pte Ltd.

An inaugural Asia-Pacific Effie Awards will also be launched at the event to recognise the most effective campaigns by advertising and marketing agencies across the region, the Insti-

tute of Advertising Singapore (IAS) and the Effie Organisation said yesterday.

The awards will be open to winners of national Effie Awards from China, Hong Kong, India, New Zealand and Singapore, as well as entries from other regional countries which do not yet host national Effies, IAS president James Yip said.

Jade Apple Marketing, an integrated marketing services firm operating in Singapore and Malaysia, has been appointed the official marketing partner for the event. Its managing director, Gerry Pereira, revealed that it would take about \$2 million in total marketing costs to invite delegates for this festival. He added that the festival will showcase 40 Effie winning campaigns, recognise rising Asian brands and film directors, and invite the best Western brands to share their successes.

At a gala dinner last night, IAS presented Effie Awards to 17 winners to recognise the effectiveness of their marketing communications campaign.

The Effie Awards programme was created in 1968 and is presented yearly in the US by the New York American Marketing Association to recognise the year's most effective marketing communications campaigns. Now, some 33 countries, including Singapore, host national Effies.

# ICON.

Client : WORLD EFFIE FESTIVAL  
Publication : Today  
Date : 8 Jun 2007

---

## S'pore to house Oscars of marketing, advertising

SINGAPORE is set to be the permanent home to the first World Effie Festival, an annual event for the marketing and advertising industries.

The event will put Singapore on the world map in the advertising and marketing industry, with around 2,000 professionals expected to be in town for the two-day event.

In addition, the festival – which will be held in February next year – will also mark the debut of the Asia-Pacific Effie Awards.

Currently, 33 countries worldwide give out national Effie awards. In Asia, these places include Singapore, Hong Kong, New Zealand, China and India.

“The festival will bring all the attention to Singapore

as the venue for the festival. We are reaching out to the world, and our aim is to bring Asia-Pacific into the world of Effie,” said Mr James Yip, president of IAS, who is co-presenting the festival, together with the Effie Organization.

The organisers are already planning for bigger things.

“The IAS and the Effie Organization are also talking about moving the presentation of the Global Effie Awards from New York to Singapore, so that it will become a feature of the World Effie Festival. We hope to have more news on that shortly,” said Mr Stephen Mangham, group chairman of Ogilvy & Mather Singapore, and chairman of the World Effie Festival. — JOSEPH YADAO

Client : WORLD EFFIE FESTIVAL  
Publication : Lianhe Zaobao  
Date : 8 Jun 2007

## 首届世界Effie广告大会明年初新达城举行

第一届世界Effie广告大会(World Effie Festival)将于明年2月27日和28日在新达城举行,届时预计会有约2000名来自世界各地的广告和市场行销业者前来参与这项盛会。

Effie机构是国际广告业界最具权威的机构之一,它所颁发的Effie奖更是受到全球广告业者的重视。与一般广告奖不同的是, Effie奖的首要评选标准不是广告的创新,它着重的是广告所带来的效益。目前,每年有33个国家举办各自的Effie奖。

除此之外, 联办世界Effie广告大会的新加坡广告学院(IAS)昨天也宣布, 第一届Effie亚洲太平洋奖的颁奖盛会也会在第一届世界Effie广告大会期间举行。



曼厄姆:新加坡预计会是Effie广告大会长期举办地点。

世界Effie广告大会监管会主席曼厄姆(Stephen Mangham)昨天在记者会上说, 世界Effie广告大会将是一个庆祝(广告)效益、以及在效益中寻求创意的盛会。“大会期间,除了预计会有约2000名广告和市场

行销业者前来外,世界各地的上万名同行也会受邀通过互联网参与大会的重点项目。”

曼厄姆说,在Effie广告大会上, 环球通信以及相关行业的著名领袖将会前来分享他们在创意效益领域的心得,以及一同探讨如何在通信中创造价值。在大会上, 现今和以往的世界各地Effie奖得奖作品也将成为个案, 供与会者学习和讨论。

曼厄姆在受访时说, 世界Effie广告大会的构思是由新加坡广告学院的董事会成员构想出来的, 再加上欧洲和北美洲目前每年都有各自的大型广告颁奖盛会, 唯有(广告市场)增长最快的亚洲没有, 处于亚洲和世界中央的新加坡, 自然是最合适的举

办地点。

在谈到第一届Effie亚洲太平洋奖时, 主办单位新加坡广告学院总裁叶顺发说: “亚太这些年来在市场行销和广告业里取得了一定的表现, 因此在世界Effie广告大会上推出Effie亚洲太平洋奖是合适宜的。”

有资格争夺Effie亚洲太平洋奖的除了新加坡、中国、香港、印度和纽西兰的Effie奖得主外, 也包括那些没有设立Effie奖的亚太和中东国家的优秀广告作品。

2007年Effie新加坡奖昨晚也举行颁奖礼, 今年获颁金奖的作品分别是星和的“Because You Deserve”、新加坡空军部队的“it's all in the details”、以及快餐店Carl's Jr的“it's going to get messy”。