

# The World Effie Festival to showcase the world's most effective marketing campaigns

Presented by the New York American Marketing Association and the Institute of Advertising Singapore, the World Effie Festival promises to be the biggest advertising event to be held here in 2008. The organisers are expecting around 2,000 delegates from the advertising and marketing industry to attend this inaugural World Effie Festival. In addition to the audience physically attending the event, the organisers expect to attract a global audience via blogs and webcasts.

If you want to see how other marketers have achieved success, then go along and listen to the 25 case studies from winners of Gold Effies from around the globe that will be presented during the Festival. Featured winners include agencies from Argentina, China, Europe, Hong Kong, India, New Zealand, Singapore and the USA, across diverse categories such as consumer goods, financial services, internet and telecommunications.

The two days also offer the chance to hear top professionals speak. Shelly Lazarus, the Chairman and CEO of Ogilvy & Mather Worldwide, Sir John Hegarty, the founder of Bartle Bogle Hegarty (BBH), Jean-Marie Dru, President & CEO of TBWA and David Droga, multi-award winning head of DrogaFive,

## The Master Classes

There is tremendous value in attending the Master Classes, which are part of this festival.

The Media Master Class will be platforming speakers of the calibre of Dominic Proctor, CEO Worldwide of MindShare, and Greg Osberg, President of Newsweek. Moving on there is a Creative Culture Master Class with Sir John Hegarty and Prasoon Joshi, who is the Creative Head of McCann in India, while the Effective Culture Master Class includes Lucy Jameson, DDB London's Head of Strategy. The Digital Master Class is led by David Moore, CEO of 24/7 Real Media, and James Kim, CEO of Yahoo! Korea. Do catch Dr Jeffrey Cole, who is the Director of Centre for the Digital Future from USC Annenberg School for Communication, who will be contributing to this class.

There are several other Master Classes in the programme led by leaders in the respective fields, which are worth attending.

## 'Ideas with consequences'

Judd Labarthe, Chairman of the Asia Pacific Effie Awards, said, "The overall theme of the World Effie Festival is 'ideas with consequences' – ideas which have measurably changed the way people think and behave –



Left to right: Sir John Hegarty, Shelly Lazarus, Lord Sebastian Coe, David Droga and Minister Mentor Lee Kuan Yew.

will be giving the audience the benefits of their experience.

They are part of the 'Thought Catalysts' series within the full programme offered across the two days.

Also speaking will be the CEO of Kingfisher, the Vice-President of Marketing for Yahoo! Inc, and the Global Chief Marketing Officer of MasterCard.

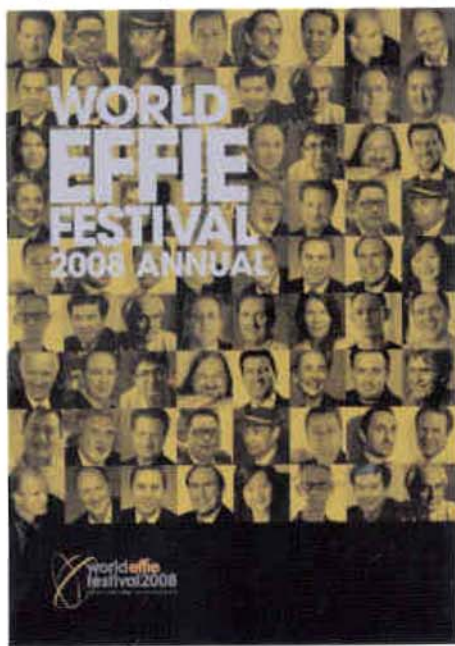
Lord Sebastian Coe, double Olympic Gold Medalist and Chairman of the London 2012 Olympics, and Singapore's Minister Mentor Lee Kuan Yew are perhaps the two names with the highest international recognition. MM Lee will be speaking on 'Brand Singapore' during an interview with Jean-Marie Dru.

and the audience is people who work in the field of marketing and communications, whether as marketers responsible for building brands, or as agencies supplying ideas and advice. We want this festival to educate, inspire and provoke the delegates."

At the gala dinner on the final night, the winners of the Asia Pacific Effies will be announced and presentations made.

A special book has been produced to commemorate this important event. This will be given to all delegates.

The World Effie Festival will be held at Suntec International Convention and Exhibition Centre. If you want to get a seat at this important event do hurry to contact the IAS in Singapore.



## Two examples from the 25 Gold Effie winners featured at the Festival



Phillips Union Whiskey launched in the USA and managed to double its original sales goal. Olson Advertising created the campaign.

The Bandidos beverage campaign from Slovenia exceeded all expectations. Agency: Luna TBWA

