

MEDIA RELEASE

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AUSTRALASIA SHINES AT MAA GLOBES AWARDS AGAIN IN 2009

Australasia performed well in the 2009 Marketing Agencies Association Worldwide's (MAA) GLOBES for the 4th year running now. Winning two coveted GLOBES, 3 Silvers and 4 Bronze awards, agencies from Australia and New Zealand and their promotional campaigns have shined on the world stage.

Award winners from the APMA Star Awards held in July 2009 automatically qualify for entry into the 2009 MAA GLOBES for the Best Promotional Marketing Campaigns in the World where the winners were announced at a spectacular gala event in Boston, USA on 20th October 2009.

'Lowering the Nation's Cholesterol' for Unilever Flora by Evocatif, Australia won the GLOBE in the Best Cause or Charity Marketing Campaign while 'Man Vending Machine' won the GLOBE in the Best Innovative Idea or Concept and was a finalist for the Grand Prix 'Best of the Best in the World.' The Best of the Best in the World GLOBE was awarded on the night to the "McDonald's Cheer for China Campaign" by DDB Shanghai and Tribal DDB Shanghai China, an activation campaign for the Olympics. For more details on the 2009 MAA GLOBES winners please visit www.maaw.org

Despite the GFC, the promotional marketing awards both in Australia, Asia and the US have seen no decrease in entries this year. The APMA member agencies have reported that whilst the later part of 2008 saw some clients caution with budget cut backs, 2009 has certainly seen a turnaround with many members reporting steady growth since May/June.

"We were absolutely thrilled when we found out we'd won a GLOBE. Working with Unilever on this campaign was exceedingly rewarding as we were able to raise awareness for a serious health issue affecting the nation. Winning the GLOBE was the icing on the cake and we are incredibly proud of our achievement," said Belinda Barnes, Client Services Director, Evocatif Australia.

“The Best of the Best in the World is just that. To be eligible for a MAA GLOBE, campaigns must have been winners in their own country or region. Therefore the quality of the campaigns is significantly higher, making the task of the international judging panel seriously difficult. This year we saw much more diversity in the executions spread across all categories and in the case of Australasia, some really outrageously successful and standout campaigns. Congratulations to the winners,” Mike Da Silva, VP Marketing MAA GLOBES & MAA Academic Challenge.

Category	Agency	Client	Campaign Title	Country
GLOBE WINNERS				
Best Cause or Charity Marketing Campaign	Evocatif	Unilever Australia	Lowering the Nation's Cholesterol	Australia
Best Innovative Idea or Concept	TBWA\WHYBIN\TEQUILA New Zealand	Flossie Media Group	Man Vending Machine	New Zealand
SILVER WINNERS				
Best Business to Business Campaign	Kaleidoscope Marketing Communications	Emirates	Europe is only a Heartbeat Away Trade Campaign	Australia
Best Trade Marketing or Account-Specific Campaign	Leo Burnett	Colgate-Palmolive	Colgate Invisible Nasties II	Australia
Best Digital Communications Campaign	TBWA\WHYBIN\TEQUILA New Zealand	Adidas New Zealand / New Zealand Rugby Union	This is not a Jersey / AdiThread	Australia
BRONZE WINNERS				
Best Use of Direct Marketing in a Promotion Campaign	The Marketing Store Sydney	Diageo	Smirnoff Secret Party Wristband Mailing	Australia
Best Sponsorship or Tie-In Campaign	Euro RSCG Australia	Sony	The Quantum Code	Australia
Best Cause or Charity Marketing Campaign	Leo Burnett	World Wildlife Fund	Earth Hour 2	Australia
Best Brand Awareness or Trial Campaign	Mango Communications New Zealand	Air New Zealand	Cranial Billboards	New Zealand

“2009 has been another very successful year for Australasian agencies on the GLOBES world stage. Once again we have proven to the world that some of the most outstanding promotional campaigns are being produced in Australasia,” said David Lo, APMA Chairman and judge for the GLOBES.

APMA Star Awards Gold, Silver and Bronze winners are eligible to participate in the GLOBES each year with the Star Awards programme to be held again in 2010. Star Awards call for entries shall commence in February 2010. See www.apma.com for further information or alternatively contact Jessica Havard from Two de Force for entry details on (02) 8115 8103.

www.apma.com
www.maaaw.org

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About the Australasian Promotional Marketing Association (APMA)

The Australasian Promotional Marketing Association (APMA) represents leading Promotional Marketing Agencies in Australia and New Zealand. APMA focuses on being the leading authority on Promotional Marketing in the region and stimulating each APMA member agency to achieve the highest attainable level of professional excellence.

About Marketing Agencies Association (MAA Worldwide)

The Marketing Agencies Association (MAA Worldwide) is a global organisation run by and dedicated to the CEOs, Presidents, Managing Directors and Principals of top marketing services agencies. MAA membership offers many benefits including being part of one of the best social networks in the world. The annual MAA GLOBES are the industry's leading international recognition program.