**FOR IMMEDIATE RELEASE:**

**APPIES 2012: 100 best marketing campaigns in Asia Pacific to be presented LIVE as they compete for top honours**

* **APPIES 2012** to be held on 26 & 27 July at the National University of Singapore Society.
* Brand marketers/campaign creators to present their entries LIVE before judges and audience via a unique interactive ‘4-6-10’ format.
* *Marit Kievit, Global Brand Director(Lux) at Unilever* announced as Keynote Speaker.
* *Christiaan ter Steege, Director ( Digital Integration), Integrated Marketing & Communications at Philips Asia Pacific* announced as second Keynote Speaker.
* *Leanne Cutts, VP for Marketing at Kraft Foods (APAC)* announced as Chief Judge.
* QUOTE: “Think of **APPIES 2012** as the TED for marketing in Asia, where campaigns that have rewritten marketing cliches are presented live and scrutinised by the best minds in the business.” ­­- *Ms Goh Shu Fen, Chairperson of the APPIES and Principal of R3.*

***Singapore, April 11, 2012:* Fierce competition is expected at APPIES 2012 (*www.appies.asia*) where 100 of the top marketing campaigns from 16 countries in Asia Pacific will vie for   
10 Gold Medals. Organised by the Institute of Advertising Singapore, and supported by The Advertising Club Bombay, this annual two-day festival of the best marketing ideas in Asia brings together the brightest minds in the industry from across 16 countries to celebrate excellence, network and exchange knowledge. Now in its third year, APPIES 2012 brings the audience up close and personal with some of the most compelling campaigns through its unique LIVE presentation format.**(Continued)

***INTERACTIVE FORMAT***: APPIES 2012 enables brand marketers/campaign creators to demonstrate their stellar ‘Show, Share and Sell’ skills thanks to the unique ‘4-6-10’ format of the event. Each presentation will begin with a 4-minute showreel video summarising the entire campaign, followed by a live 6-minute exposition of the campaign’s key highlights by the brand’s marketers/campaign creators. Then comes the interactive 10-minute session where each campaign will be cross-examined by the judges and audience members.

***INDUSTRY PARTICIPATION****:* Building on last year’s list of campaigns by companies and brands such as P&G, Nestle, Pepsi, McDonald’s, Fonterra, Singapore Tourism Board, Bacardi, Adidas and Vodafone, APPIES 2012 will continue to showcase the best campaigns from various industries that span across highly-diverse markets in Asia Pacific including Australia, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, Singapore, Sri Lanka, Philippines, Pakistan, Thailand and Vietnam.   
The 100 selected marketing campaigns will cover a broad range of six product/service categories that include Consumer Durables, Consumer Services, Food & Beverage, Non-Food FMCG, Business Services and Government, Cultural, Social & Environmental campaigns.

***INSPIRING KNOWLEDGE PLATFORM****:*  APPIES 2012 will also host special keynote sessions and panel discussions on The Future of Industry. *Marit Kievit, Global Brand Director (Lux) at Unilever* and *Christiaan ter Steege, Director ( Digital Integration), Integrated Marketing & Communications at Philips Asia Pacific* have beenannounced as keynote speakers at APPIES 2012. With advisory and assessor panels comprising top marketers in the region, APPIES 2012 is designed to offer excellent networking and knowledge sharing opportunities for industry professionals.

**ABOUT MARIT KIEVIT**Marit Kievit is the Global Brand Director for Lux (Unilever). Born and raised in The Netherlands, she joined Unilever Netherlands in 1998. During her six years there she led the rapid expansion of Dove into several categories (body care, face care, deodorant and hair care) and was a key contributor to Dove’s award-winning Campaign for Real Beauty. After her successful work at a national level, Marit joined Dove’s global brand development team in New York where she led global projects on facial cleansing and created the advanced technology strategy roadmap on behalf of Unilever’s Global Skin Category. In 2008 Marit moved to Asia and whilst living in Tokyo, she ran Axe’s ambitious growth agenda in the region. She was responsible for the delivery of Axe's market development model and accompanying innovations catering to nascent and developing markets. The multi-cultural team led by Marit developed breakthrough and award-winning integrated campaigns. She was also a permanent member of Axe’s global brand team, setting the global innovation agenda for one of Unilever's most successful brands. Most recently Marit joined the global leadership team for Lux as a global brand director, based out of Singapore. This almost 90-year-old brand is one of Unilever’s oldest and biggest Skin brands with a very rich history. The global team has set itself the task to revitalise what made Lux iconic and bring back Lux’s magic. The first innovations and campaigns under this new direction are landing in the market in 2012.   
**ABOUT CHRISTIAAN TER STEEGE**Christiaan is a communication professionalwith an obsession for innovation and creativity in marketing, brand communication, digital and social media, and leading the creation of impactful experiences through integrated communication strategies and tactics. With 10 years experience, Global to Local,

B2B and B2C, at Philips, Chris now leads regional cross-sector digital programs in Asia Pacific, co-leads the region brand campaign, works with sector marketers to deliver award-winning campaigns, and manages the digital team in one of the most diverse and fastest growing regions in the world.

**ABOUT LEANNE CUTTS**

Leanne Cutts is Vice President, Marketing for Kraft Foods Asia Pacific Region, based in Singapore. She is responsible for driving the growth of the gum, candy, and powdered beverages categories as well as leading

consumer insights & analytics and driving marketing excellence in the region. Leanne joined Kraft Foods in July 2011. A veteran in the FMCG industry, Leanne has over 20 years of deep marketing and general management experience across Asia Pacific. She was previously with GlaxoSmithKline Consumer Healthcare (GSKCH) in

Hong Kong, where she was responsible for the Consumer Healthcare business in North Asia including Hong Kong, Taiwan, Korea, Vietnam and the China Nutritionals business. Prior to Hong Kong, Leanne was Marketing Director of GSK Consumer Healthcare in India. Prior to joining GSKCH she worked with Unilever in the ice cream division. Leanne has a Bachelor of Economics from Sydney University and an MBA from the Australian Graduate School of Management, University of NSW.

**ABOUT IAS**

The Institute of Advertising Singapore (IAS) was founded in 1990 with the aim to position Singapore as an internationally recognised “centre of excellence” with world class advertising professionals, international best practices and industry leading creative output. The IAS has several highly successful business platforms for the advertising and marketing communities to meet, collaborate and raise the standards of the industry as well as encourage continuous education. In 2008, the Institute of Advertising conceptualised and launched the successful World Effie Festival (WEF) and the Asia Pacific Effie Awards. The IAS has also organised the

Singapore International Advertising Congress since 1998. It is the national organiser for the Singapore Advertising Hall of Fame Awards as well as the Academy of Judges (For Advertising & Marketing Awards),   
The Academy of Creative Directors and The Annual Wall Poster campaign for Singapore’s Most Influential Creative Directors. It also organised the Effie Singapore Awards, which is recognised worldwide as the gold standard for marketingeffectiveness. The IAS is an approved WDA (Work Development Authority, Singapore) course developer.

**ABOUT MS GOH SHU FEN**  
Co-founder and Principal of R3 Asia Pacific  
Taking the path less expected, Shu Fen gave up biology for the world of advertising. She had over a decade of advertising and marketing at Ogilvy and M&C Saatchi, and left when M&C Saatchi was AdAge Global Agency of the year, to found R3 in 2002, a firm focused on helping clients improve ROI from their marketing. She is a firm believer that client-agency relationships need to improve and be more accountable before brands can be built and exported from Asia. Based in Singapore, she oversees key clients and business expansion globally. In 2011, R3 managed the two largest global pitches for SCJohnson and General Motors. With solid track record from Fortune 500 companies, R3 is steadily growing its client list of Asian companies such as SingTel, Telkomsel and

Samsung, as they seek best practice marketing processes and a more performance driven marketing culture. ShuFen contributes actively to the industry as speaker, judge and facilitator of key events. She spoke at

Cannes on Asian Advertising Trends, the first ever to address this emerging market. She has been nominated into the IAS council as Vice President in 2012, and has been chairing the **APPIES** since its inception.

**ABOUT THE ADVERTISING CLUB BOMBAY**

The Advertising Club Bombay, incorporated in the year 1954, is arguably the biggest Advertising Club of its kind in the world. And according to many, also the busiest. It has over 1400 members drawn from media

organizations, marketing companies, advertising agencies and allied professional bodies. The Club organises seminars, quizzes, award ceremonies and training workshops, publishes a Club magazine and hosts a comprehensive website, www.adclubbombay.com. This is a Club that maintains a high level of activity and, unlike other clubs, has no bars! The Ad Club’s endeavour is to help raise the professional standards of the Indian Advertising Industry”, and the Club attempts to do this through awards, seminars, meetings and more. The vision of the Ad Club is “Facilitate the success of our constituents by co-creating solutions and co-constructing experiences that enhances their relevant quotients.” Some of the most pre-eminent events of the country like ABBYs, EFFIEs, and EMVIEs are brands built by the Ad Club. These are the events most eagerly awaited by the advertising, media & marketing fraternity every year. Ad Review, Media Review, Young Achievers’ Awards, M.Ad Quiz & Educational Programmes are other functions that occupy pride of place on the annual roller coaster of Ad Club events. The Ad Club supports APPIES 2012 hosted every year by IAS (Institute of Advertising Singapore) which is a showcase of 100 best marketing campaigns in Asia Pacific presented LIVE as they compete for top honours.

**For enquiries, please contact:**

Ms Deepanjali Pandey: Communications Consultant / Email: [deepan@ias.org.sg](mailto:deepan@ias.org.sg)

Ms Jennifer Goh: Executive Director (Institute of Advertising Singapore): Tel: +65 6220 8382:   
Email: jennifer@ias.org.