

FOR IMMEDIATE RELEASE:

## **APPIES 2012 announces names of top regional marketers to come on board as advisory council and assessors**

- Members of **APPIES 2012** advisory council and panel of assessors represent leading global brands across broad spectrum of industries such as FMCG, Consumer Durables, Financial Services, Automotive, Tourism and Technology.
- 100 'LIVE' campaigns from across 15 countries in Asia will vie to impress regional marketing heads and win **APPIES 2012** Gold Medals in Singapore, on July 26 & 27.
- **APPIES 2012** to offer an unparalleled networking and knowledge-sharing platform for the industry with its stellar congregation of inspiring marketing leaders and creative gurus.
- **QUOTE:** "The best ideas often come by exchanging knowledge with the best minds in the business. APPIES 2012 gets together some of the most brilliant regional marketers under one roof in its advisory council and assessors panel. These experts are winning the battle for the consumers minds with their brands in Asia's competitive markets, and will share their insights while judging 100 of the best regional marketing campaigns that will be presented live over two days." - Ms Goh Shu Fen, Chairperson of the APPIES & Principal of R3

**Singapore, June 05, 2012:** Marketing heads of various brands representing a broad spectrum of industries have come on board the **APPIES 2012** advisory council and assessors panel. They will congregate in Singapore on July 26 & 27 at the National University of Singapore Society where the event, organised by the Institute of Advertising Singapore and sponsored by SingTel, will be held. They are:

### **APPIES 2012 ADVISORY COUNCIL:**

- **Ms Goh Shu Fen:** Chairperson of the APPIES & Principal of R3
- **Leanne Cutts:** Vice President - Marketing, Kraft Foods Asia Pacific
- **Marit Kievit:** Global Brand Director – Lux, at Unilever

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- **Loren I Shuster:** Country Director, Singapore & Emerging Markets at Google
- **Christiaan Ter Steege:** Director (Digital Integration) - Integrated Marketing & Communications, Philips Asia Pacific
- **Wong Mei Wai:** Head of Marketing, Asia Pacific Breweries Vietnam

**APPIES 2012 ASSESSORS PANEL:**

- **Lynette Ang:** Senior VP & Head, Sales & Marketing, NTUC Income Insurance Co-operatives
- **Frantz Braha:** Vice President, Samsonite Southeast Asia
- **Lito German:** Marketing Director, BMW Group Asia
- **Debbie Goldingham:** Head of Marketing - Southeast Asia, Mastercard Worldwide
- **Rohit Jawa:** Senior Vice President - Global Market Operations, Unilever Asia
- **Ajay Kakar:** Chief Marketing Officer - Financial Services, Aditya Birla Group
- **Rohini Miglani:** Director - Brand-Building Integrated Communication, Procter & Gamble Asia
- **Alvin Neo:** Regional Director, Asia Pacific Medical Devices & Diagnostics, Johnson & Johnson
- **Sophia Ng:** Asst Chief Executive – Marketing Group, Singapore Tourism Board
- **Renate Noessler:** General Manager, Marketing Audi Singapore
- **Corinne Ooi-Bremner:** Brand & Category Director, Fonterra Brand, Asia & Middle East
- **Myrna Poon:** Director - Marketing & Communications, Singapore Economic Development Board
- **Paddy Rangappa:** Senior Director - Marketing, McDonald's Asia Pacific
- **Sridhar Rangaswamy:** Global Head - Marketing Services, Tata Communications
- **Sameer Satpathy:** Executive VP & Head Marketing, Consumer Product Business, Marico Ltd (India)
- **Antony Wilson:** Area Head of Marketing, Nokia Southeast Asia
- **Cecilia Wong:** Regional Marketing Communications & Branding Director, Citibank APAC
- **Charmaine Wong-Han:** Regional Franchise Director, Johnson & Johnson Asia Pacific

More names will be announced at a later date. For more information, please visit [www.appies.asia](http://www.appies.asia).

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## **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 marketing effectiveness. The IAS is an approved WDA (Work Development Authority, Singapore) course developer.

## **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](http://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.

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