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**APPIES 2012 sees competition intensifying as marketing campaigns for 48 global brands make the shortlist**

* **APPIES 2012** is bigger and brighter this year with record number of entries submitted from across APAC. Campaigns for top global brands such as Olay, Oreo, Tiger, Dove,   
  Nivea, Nescafe, SK II, Singapore Tourism Board and Gillette enter the fray to win APPIES gold medals on July 26 & 27 at the National University of Singapore Society (NUSS). Out of the 100 marketing campaigns showcased and presented live before the judges and audience, only 10 will win top honours.
* Organised by the Institute of Advertising Singapore (IAS), **APPIES 2012** is supported by SingTel, the Advertising Club Bombay (ACB), MEC, Asia Pacific Breweries (APB) and Singapore Press Holdings (SPH). Top regional marketers sign up to attend two-day event which will also feature special keynote sessions, panel discussions and exclusive talks by *Christiaan Ter Steege, Director (Digital Integration) - Integrated Marketing & Communications, Philips Asia Pacific* *; Jon Wright, Head of Analytics & Insight at MEC Asia Pacific*, and *Emily van den Berg, Principal, R3*, among others. For more information, please visit *www.appies.asia*.
* **QUOTE:** “Since its inception, the **APPIES** has grown steadily in line with the Institute   
  of Advertising Singapore’s vision of greater exchange, multi-market education and promotion of excellence and innovation. This event has become a must for all marketing professionals to view content from 100 of the best marketing campaigns in Asia Pacific.”   
  *– Terry O’ Connor, CEO of Courts Asia & President of the Institute of Advertising  
  Singapore (IAS)*

***Singapore, July 12, 2012:* Action is heating up on the APPIES 2012 front. The event, which has seen 25% growth from year to year in the number of overall entries submitted, has seen an impressive number of entries this year too. With campaigns for 48 global brands vying for the APPIES Gold Medals, the stage is set for intense competition in this annual festival of the best marketing ideas in the region.**

Top regional marketers representing a broad spectrum of diverse industries across APAC such as FMCG, Healthcare, Financial Services and Automotive have come on board the advisory and judging panels. They include top-tier professionals from Procter & Gamble, Unilever, Google, McDonald’s, Nokia,

Philips, Johnson & Johnson, Singapore Tourism Board, Mastercard Worldwide, Citibank, Tata Communications and BMW Group. The chief judge is Leanne Cutts, VP Marketing at Kraft Foods Asia Pacific. For the full list of names, please visit [www.appies.asia](http://www.appies.asia). Apart from the campaign presentations, attendees can also participate in special events such as panel discussions, keynote sessions and exclusive talks by industry experts. The two-day programme can be downloaded at [*www.appies.asia*](http://www.appies.asia).

**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 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.

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