

## Asian Marketing Effectiveness Festival entries open

SHANGHAI, CHINA: The 2012 Asian Marketing Effectiveness Festival (AME Awards) will take place 26 and 27 April 2012 at the Pudong Shangri-La hotel in Shanghai, China. Entries can now be submitted to The Asian Marketing Effectiveness Awards at [www.ame.asia](http://www.ame.asia).



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Attended by senior marketers, heads of agencies, brand pioneers, consumer and customer insight professionals and media owners, the two-day event offers a series of thought-provoking seminars presented by leading industry figures and a showcase of the best marketing effectiveness work produced the region.

Now in their 10th year, the awards, which are designed to celebrate the outstanding collaborative efforts of client marketers and agencies, have come to be recognised as the region's most rigorous effectiveness competition. Work that most adds value to consumers and businesses through innovative strategies and creative craftsmanship, will be honoured at the prestigious awards ceremony on the evening of 27 April at the Pudong Shangri-La.

Chairing the 2012 Awards, James Thompson, Asia Pacific chief marketing officer of Diageo, will lead a jury comprising top international and regional industry experts from both client and agency backgrounds.

Based in Singapore, Thompson has worked for Diageo since 1994 in a variety of roles including president Guinness Canada, senior vice president Priority Brands, Diageo North America and president, Global Marketing, Vodka, Rum and Ready-to-Drink categories. Prior to joining Diageo he worked for Unilever for 1 years in UK, US and Europe-based roles.

Thompson says: "At the heart of our industry is our passion for creativity and Asia proudly presents some of the greatest marketing minds. It's sure to be a tough contest but one that I am hugely looking forward to. The Asian Marketing Effectiveness Festival helps to put Asia's creative brand building on the global map and I am honoured to be part of that and this year's jury president."

Terry Savage, Festival chairman of Cannes Lions, who with Haymarket are joint organisers of the AME's remarked, "The continuous growth of these awards highlight how uniting innovative and creative ideas with effectiveness achieve great results in a growing region."

In 2011, more than 850 submissions from 19 countries were entered into the AME awards, making it the

largest regional marketing effectiveness competition in the region.

Find out more and register to attend the 2012 festival on [www.ame.asia](http://www.ame.asia) from 19 December 2011.

**Key dates:**

Entries: now open

Delegate registration: open from 19 December 2011

Entries deadline: 9 February 2012

Festival: 26 & 27 April 2012 - Pudong Shangri-La hotel, Shanghai, PRC

Awards Ceremony: 27 April 2012 - Pudong Shangri-La hotel, Shanghai, PRC

Contact:

Amanda Benfell, PR & Press Manager

[amandab@canneslions.com](mailto:amandab@canneslions.com)

Tel: +44-20-7728 4040

[www.ame.asia](http://www.ame.asia)

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