

MEDIA RELEASE

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The Race is on to Score Australasia's Promotional Pole Positions

It's time to crank it up a gear. The Australasian Promotional Marketing Association (APMA) is putting out the call for entries for the 2010 APMA Star Awards.

An integral part of the APMA's calendar, the Star Awards honour the year's most outstanding promotional marketing campaigns. Designed to generate both industry and public recognition of excellence in the area of promotional marketing, the awards are open to APMA member and non-member agencies throughout Australia and New Zealand.

"It is with great excitement that we head into the fifth year of the renamed Star Awards. For many in the promotional marketing industry, the challenges of last year brought about an increased focus on creativity with the challenge of really pushing the boundaries to do more with less. The Star Awards give the industry's best the recognition they deserve and with the calibre and the number of entries received each year going from strength to strength, I am confident that 2010 will be the biggest and most successful year ever," said David Lo, APMA Chairman.

2010 APMA Star Awards categories include:

1. Best Integrated Communications Campaign (Under \$1 Million)
2. Best Integrated Communications Campaign (Over \$1 Million)
3. Best Sponsorship or Tie-in Campaign
4. Best Use of Direct Marketing and CRM in a Promotional Campaign
5. Best Use of Digital/Interactive Marketing in a Promotional Campaign
6. Best Brand Building Campaign
7. Best Business-to-Business Campaign
8. Best Retail Account Specific or Channel Specific Campaign
9. Best Event or Experiential Marketing Campaign
10. Best Activity Generating Brand Awareness and Trial
11. Best Activity Generating Brand Volume
12. Best Activity Generating Brand Loyalty
13. Most Innovative Idea/Concept
14. Best Use of Creative in a Promotional Campaign
15. Best Cause or Charity-Related Promotional Campaign
16. Best Small Budget Campaign (\$75,000 and Under)
17. Grand Prix

The APMA Secretariat

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Entrants in the APMA Star Awards are invited to submit their entries online from today, Friday 12th February until 31st March, 2010. Following judging by a panel of respected marketing professionals, Gold, Silver and Bronze category winners and the overall Grand Prix winner will be announced at the keenly anticipated Star Awards event to be held in Sydney on 1st July, 2010.

All APMA Star Awards winners will be eligible to compete in the highly coveted MAA GLOBES for the Best Promotional Marketing Campaigns in the World, held in the USA in October, 2010.

For further information or to join the race for excellence, log onto www.apma.com

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For further information regarding the APMA or to arrange an interview, please contact:

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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.