

**MEDIA RELEASE**

**FOR IMMEDIATE USE**

**21<sup>st</sup> MAY, 2010**

## **APMA Star Awards Finalists Announced**

The 2010 Australasian Promotional Marketing Association (APMA) Star Awards finalists have been announced. Among the agencies with the most nominations are 30thirty, Apollo Marketing, Creative Activation (CSM), Kaleidoscope Marketing Communications and The Marketing Zoo.

The complete list of APMA Star Awards finalist agencies follows:

30thirty	Leo Burnett
AmbientX	Momentum Worldwide
Apollo Marketing	OgilvyAction
Apollo Marketing New Zealand	Ok Sony
Be.interactive	Pacific Highway Marketing Communications
BMF Advertising	Team HSBC
Clemenger Fusion	The Brand Shop
Creative Activation (CSM)	The Marketing Store
Creative Activation (morph)	The Marketing Zoo
DDB Group Melbourne	Triad Communications
Graffiti Group	WHYBINTBWATEQUILA
IdeaWorks	Wunderman
Kaleidoscope Marketing Communications	

Each finalist agency is among four to six in each category vying for Gold, Silver and Bronze. Star Awards category winners, the overall Grand Prix winner, as well as the Young Stars Young Achiever winners will be announced at the keenly anticipated Star Awards event to be held at the Sofitel Sydney on 1st July, 2010. To book tickets, visit [www.apma.com](http://www.apma.com)

### **Young Stars Young Achiever in Account Service Finalists:**

Name: Aisha Krupski

Agency: Apollo Marketing

Name: Shayne Welch

Agency: Kaleidoscope Marketing Communications

Name: Elaine Liu

Agency: The Marketing Zoo

Name: Cassi Stewart

Agency: Triad Communications

### **Young Stars Young Achiever in Creative Finalists:**

Name: Chantal Smith

Agency: Apollo Marketing

Name: Ed Nethery

Agency: The Marketing Zoo

"The number of entries in this year's Star Awards has been impressive. I am also very pleased with the increasing numbers of entries from non APMA member agencies including advertising and digital agencies.

Every year our awards night gets better and better so we are gearing up for a huge one in July,” said David Lo, APMA Chairman.

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.

## ENDS

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

**Katy Denis**

**APMA PR Manager**

**Ph: 0414 388 879**

**E: [kt@ktgcreative.com.au](mailto:kt@ktgcreative.com.au)**

### ***About the Australasian Promotional Marketing Association (APMA)***

The Australasian Promotional Marketing Association (APMA) represents leading Australian and New Zealand agencies whose core expertise lies in the area of marketing activation. Leaders in getting people to act, APMA member agencies use tactical marketing techniques to change behaviour, build brands and deliver results. Through education and awards programs, networking opportunities and research initiatives, the APMA supports and encourages its members in the pursuit of the highest attainable level of professional excellence.