

**MEDIA RELEASE**

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## **New Positioning Statement for APMA**

In a move to provide its members, the media and the wider industry with a clearer definition of exactly what the Australasian Promotional Marketing Association (APMA) stands for, the Executive Committee has launched a new positioning statement.

*The APMA represents leading Australian and New Zealand agencies whose core offering 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.*

“Announcing our new positioning statement helps us to further assert our broader industry association to include experiential marketing. The statement brings us in line with the way the market engages agencies in our area of expertise. Already on board as APMA members are experiential agencies One Partners in Sydney and AmbientX out of New Zealand. We are seeing many more inquires coming through and we have had an impressive number of entries for our certificate course in experiential marketing,” said David Lo, APMA Chairman.

“With the vast number of industry bodies in our area we want to ensure the increasing importance of the APMA and provide our members with a singular clear and consistent voice.”

“With entries in this year’s Star Awards having just been tallied the number of submissions are impressive. I am also very pleased with the increasing numbers of entries from non APMA member agencies including advertising and digital agencies. As the wider industry increasingly sits up and takes note of our initiatives, there could not be a better time for us to go out with our new positioning,” continued David.

As well as the APMA launching its new positioning, the Executive Committee is continuing to explore opportunities to merge with The Communications Council whose integration model would position the APMA well for future growth in line with the vision for a more robust, united marketing services body.

**[www.apma.com](http://www.apma.com)**

**ENDS**

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### **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.