

**MEDIA RELEASE**

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**1<sup>st</sup> OCTOBER, 2009**

**GLOBES FINALISTS ANNOUNCED -  
BEST YEAR TO DATE FOR AUSTRALASIAN AGENCIES**

The Marketing Agencies Association Worldwide (MAA Worldwide) has announced the MAA GLOBES finalists for the Best of the Best Promotional Marketing Campaigns in the World for 2009.

Each year APMA Star Awards winners are eligible to participate in the GLOBES. In 2009 Australasia has again performed outstandingly well, achieving the best results in the GLOBES' 24 year history. Australasian agencies continue to make their mark on the international stage producing some of the best and most innovative promotional marketing campaigns in the world.

**The GLOBES 2009 Australasian finalists are:**

<b>Category</b>	<b>Agency</b>	<b>Client</b>	<b>Campaign Title</b>	<b>Country</b>
Best Use of Direct Marketing in a Promotional Campaign	The Marketing Store Sydney	Diageo	Smirnoff Secret Party Wristband Mailing	Australia
Best Business to Business Campaign	Kaleidoscope Marketing Communications	Emirates	Europe is only a Heartbeat Away Trade Campaign	Australia
Best Cause or Charity Marketing Campaign	Evocatif	Unilever Australia	Lowering the Nation's Cholesterol	Australia
Best Trade Marketing or Account-Specific Campaign	Leo Burnett	Colgate-Palmolive	Colgate Invisible Nasties II	Australia
Best Sponsorship or Tie-In Campaign	Euro RSCG Australia	Sony	The Quantum Code	Australia
Best Brand Awareness & Trial Campaign	Mango Communications New Zealand	Air New Zealand	Cranial Billboards	New Zealand
Best Digital Communications Campaign	TBWA\WHYBIN\ TEQUILA New Zealand	Adidas New Zealand / New Zealand Rugby Union	This is not a Jersey / AdiThread	Australia
Best Innovative Idea or Concept	TBWA\WHYBIN\ TEQUILA New Zealand	Flossie Media Group	Man Vending Machine	New Zealand
Best Cause or Charity Marketing Campaign	Leo Burnett	World Wildlife Fund	Earth Hour 2	Australia

The campaign highlighted above, 'Man Vending Machine' by TBWA\WHYBIN\TEQUILA New Zealand, has also been listed as one of three finalists for the 2009 MAA GLOBES, BEST OF THE BEST IN THE WORLD.

The winners of the MAA GLOBES 2009 will be announced at a gala ceremony at the Langham Hotel Boston, USA, on Tuesday 20th October, 2009.

“Despite the downturn in global economies, or more correctly, as a result of the downturn, this year we’ve seen an extraordinary growth in promotional marketing and a widespread use across all techniques and disciplines. From an Australian perspective, the depth of quality of our executions and the sheer audacity of some campaigns had many of the 100 strong international judging panel sending glowing comments on their judging sheets,” said Mike Da Silva, VP Marketing MAA GLOBES & MAA Academic Challenge.

“We are extremely proud of all the GLOBES finalists and the fact that the Australasian region has achieved the best result by its agencies since the awards program began in 1986. We wish them the very best of luck and hopefully many of them will take to the stage at the winners’ announcements in Boston,” said David Lo, APMA Chairman and 2009 judge for the GLOBES.

“Regardless of the final outcomes, the outstanding performance by Australasian agencies represented as finalists has replicated the Cannes Promo Lions and again proven to the world that Australasia is at the absolute forefront of best in class promotional marketing and brand activation,” continued David.

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

[www.maaw.org](http://www.maaw.org)

**ENDS**

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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.

***About Marketing Agencies Association (MAA Worldwide)***

The Marketing Agencies Association (MAA Worldwide) is a global organisation run by and dedicated to the CEOs, Presidents, Managing Directors and Principals of top marketing services agencies. MAA membership offers many benefits including being part of one of the best social networks in the world. The annual MAA GLOBES are the industry's leading international recognition program.