



## News Release

### **DM Asia 2004 Kicks Off Asia's Premier Direct Marketing Industry Event**

#### *Show Tackles Question of How to Target the RIGHT Customer, and Issues Surrounding Unsolicited Marketing*

**Singapore, Aug 5 2004:** Direct Marketing (DM) Asia 2004 today kicked off its annual industry showcase, with a keynote session by Irene Ng, Lecturer in Marketing at the School of Business and Economics, University of Exeter (U.K) and Honorary Assistant Professor of U.T.A.R (Malaysia). Irene's session addressed a common concern of the direct marketing community, "*In Search of the Right Customer: Are We Asking the Right Questions.*"

"The cardinal rule of marketing is that you cannot sell to everyone, so whom should you sell to?" Irene asked the audience. "Life used to be simpler for marketers but today it is increasingly difficult to reach out to the right customers. Information is now the key to value, the new buzzword of marketing." She added, "If marketers are unable to modify the value proposition and understand customer choices, they would fail to reach out to their audience. Marketers need to adopt an outside-in approach, and ask - Are we giving customers the choice? Customer choices reveal the truth about what they want, and firms can obtain a clearer understanding of their needs. Here, the role of information is critical, as it tells marketers what they need to do."

DM Asia 2004 targets professionals such as direct marketers, advertising and PR agencies, and DM Associations. It also aims at service providers and businesses across diverse vertical industries including banking, retail, hospitality, information technology (IT), lifestyle, telecommunications and the Internet.

Over 300 delegates representing 152 companies attended the opening session, an encouraging increase of over 20 percent from last year. Companies included AIG, Dentsu, EMC, Hewlett-Packard, HSBC, Intel, IQPC, Leo Burnett, Mediaworks, MKF, Oracle, Pfizer, PNG, PT Post Indonesia, RCI Asia Pacific, Singapore Press Holdings (SPH), Singapore Tourism Board (STB), Standard Chartered Bank, Tequila, TNT, Watsons and Wunderman.



“We are delighted with the response and support for DM Asia 2004. The delegates represent senior management from leading branded firms all over Asia and we have seen some keen insights and feedback from the audience during the panel discussion earlier today,” said Paul Hourihane, Chairperson of the DM Asia event for the second year and founding partner of Go Direct, an independent direct marketing agency based in Singapore. “DM Asia 2004, the only event of its kind in Asia, continues to provide a platform for the exchange of ideas and best practice in the direct marketing industry.”

As part of the opening ceremony, Lisa Watson, Chairman, Direct Marketing Association of Singapore (DMAS) hosted a high level panel discussion on *Unsolicited Marketing Communications: Key Issues and Opportunities Facing Marketers Today*. Participants included Jos Birken, Managing Director, Silversum Consumetrix, Godfrey Rooke, Hong Kong Direct Marketing Association Past Chairman, Stephen Loke, President, Centre for Corporate Social Responsibility, Ang Peng Hua, Legal Counsel, Advertising Standards Authority of Singapore.

Other tracks covered during the day include:

- **Permission Marketing and Data Regulation:** Using Permission-Based Marketing to Improve Your Bottom-Line Results, Data-Protection and Privacy, and The Value of Permission
- **Business to Business:** Developing an Effective B2B Marketing Plan, Realising the Dream of Personalisation, Using the Integrated Communication Media to the Most Effect, and Empowering the Market Professionals via IT
- **Business Transformation:** The Outsourcing Dilemma, The Search for Competitiveness, Choosing your Service Provider, Contracts and Service Levels, and Win-Win Partnerships.

Over **25 exhibitors** are showcasing their services at DM Asia 2004, including companies that have returned after the success of last year’s show, namely **Brel Software, Deutsche Post, EuroDirect, Indonesian Direct Marketing Association, Mardev, QAS, Singapore Post, SPH AsiaOne, Spring, SwissPost**, and the **Thai Direct Marketing Association**. Companies that participated in for DM Asia 2004 for the first time include **Asia Pacific Adfest, Ad Asia, DM**



**Magazine, Draft Worldwide, Easylink, Fuji Xerox, I-Works Solutions, Now2Market, P.F.E. International, PWM Media Consultancy, Readers' Digest and Virtual Map.**

“Draft is proud to be a platinum sponsor of this industry-leading event. Audience fragmentation, technology evolutions and changes to privacy regulation surrounding permission-based marketing are all major issues that are effecting the way we operate. As our industry grows in size and complexity, it is essential that we work with leading experts in these areas to find innovative marketing solutions. The panels of speakers that have been lined up for this event are spectacular and I know attendees will benefit from the animated discussions that will result. Events such as DM Asia do a wonderful job educating marketers throughout the region on how others are benefiting from this expertise, while simultaneously assisting the longer term planning and implementation of direct marketing strategies. We are thrilled with the outcome so far and look forward to a very productive two-day event,” said Bryan Easton, CEO, Draft Singapore.

“SingPost has been a keen supporter of the DM Asia events, as Sponsor and Official Messenger for the show. We are also sponsoring the DM Asia Awards for this year. The turnout for the opening was good, and the topics covered during the conference tracks are pertinent to our concerns today. This year promises to be more participative, especially for the one-to-one marketing sessions. Congratulations to the DM Asia team for pulling a great show together,” said Lynette Koh Hwee Ching, Director, Sales and Marketing, Singapore Post.

“QAS was launched in Singapore at DM Asia last year, and we are back this year as exhibitors. We find the show extremely focused and highly targeted from an exhibition point of view. The QAS exhibit has seen a steady stream of visitors, and generated some strong leads just this morning. In fact, some of our early customers were generated through our presence at last year's event, and we are happy to be at the show again,” said Brendan O'Reilly, Regional Director – Asia Pacific, QAS.

Media interested in attending the DM Asia Awards on Friday, August 6 (12.00 pm to 2.15 pm) or interviewing speakers at DM Asia 2004 can call/email Sonya Madeira or Jay Sim at Tel: (65) 6429 0311/02, email: [sonya@eastwestpr.com](mailto:sonya@eastwestpr.com), [jay@eastwestpr.com](mailto:jay@eastwestpr.com).

**About DM Asia 2004:**



The organisers of Direct Marketing Asia 2004 have been working closely with the government and professional direct marketing bodies to bring together highly qualified and distinguished speakers, delegates and exhibitors to the event. Established since 1996, the show has won widespread recognition in Asia as the leading show for successfully promoting direct marketing initiatives and assisting in the profitable growth of the DM industry. Jointly organised by the Direct Marketing Association of Singapore (DMAS) and TTG Asia, DM Asia 2004's partners include Draft Worldwide (direct marketing and communications agency), EASTWEST Public Relations (PR agency), Brel Software (official web host), Media (official regional media), Yahoo! and CNET Asia (official online media), Ad Asia, DM Magazine, CNET Asia Week, and C| Level (supporting publications).

DM Asia is endorsed by several Direct Marketing Associations (DMA) including DMA USA and about 10 regional DMAs across Asia Pacific.

**For more information, please contact:**

Sonya Madeira  
EASTWEST PR  
Tel: +65 6429 0311

Email: [sonya@eastwestpr.com](mailto:sonya@eastwestpr.com)