



## News Release

### Outstanding Direct Marketing Campaigns Recognized at DM Asia 2004 Awards

#### *DM Asia Institutes Award in Tribute to Late Creative Genius Shane Weaver*

**Singapore, Aug 6 2004:** Judges at Direct Marketing (DM) Asia 2004 today voted for the best direct campaigns of 2003-2004, and the winners accepted their awards at a gala ceremony held in conjunction with the industry event at the Meritus Mandarin in Singapore. The top winners were Ogilvy and Saatchi & Saatchi, who walked away with 28 and 18 awards respectively.

A total of 60 campaigns won Gold (4), Silver (17), Bronze (21) and Merit Awards (15) out of 135 entries from 11 countries. Awards were presented in the following categories:

**A: Use of Channel:** Categories include flat mail, three-dimensional mail, direct response print, direct response TV, email, viral, websites, banners, mobile or multimedia (three or more media)

**B: Implementation of Strategy:** Categories include acquisition, retention and general customer relationship management

**C: Craft in Execution:** Categories include copy, art direction, flash design and sound

All entries were judged by a diverse panel comprising leading industry representatives including Graham Kelly, Executive Creative Director, **Saatchi & Saatchi Singapore**, Paul Gotham, Regional Director, **Rapp & Collins Singapore**, Phil Brett, Managing Director, **Tequila Singapore**, Dominic Goldman, Creative Director, **OgilvyOne Singapore**, Nick Gordon, Creative Director, **Precious Thinking**, Gessanie Skuldist, Creative Director, **Wunderman Thailand**, Birger Linke, Integrated Art Director, **Saatchi & Saatchi Singapore**, and Gregory Wood, Creative Director, **Wunderman Singapore**. Judges also reviewed submissions for Awards for Best Strategy and Best Creative, which were presented to Saatchi & Saatchi and OgilvyOne Worldwide Singapore.

“Over the last three years, we have seen growing support for the DM Asia Awards, a feature that has become an integral part of the DM Asia event. The evolution in creative thinking and



implementation of direct marketing campaigns is evident as we recognize the best of Asian talent today, the standard of the work submitted is the best I have seen at any DM Asia awards,” 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.

Hourihane added, “This year we have also instituted the Shane Weaver Best of Show Award in tribute to the late Shane Weaver, who will always be remembered for his larger-than-life personality and drive for excellence.” The team from Saatchi & Saatchi took home the Shane Weaver Best of Show Award.

Shane Weaver, a pugilist before he entered the advertising industry, died on 1<sup>st</sup> June this year in Hong Kong where he was Executive Creative Director of OgilvyOne Worldwide. He would be remembered by many during his time at OgilvyOne in Singapore, and for his creative talent.

“This is probably the strongest year for Asia in terms of creative standards. Many of the winners today have snagged other international awards – Brewerkz and Guinness at Cannes and Levis at One Show Interactive,” said Graham KW Kelly, Chief Judge of the DM Asia Awards 2004, and Creative Director, Saatchi & Saatchi. “We are especially proud that countries such as China, Thailand and India are involved with this year awards,” Kelly added.

Dominic Goldman, Creative Director of OgilvyOne Worldwide commented, “This year’s DM Asia Awards has set a very high standard, particularly in 3D. It is good to see work from all around the region, especially China. This event has become bigger and stronger over the years, and continues to gain momentum, with 2004 being the strongest year ever. This is the first year we included online categories, and some examples included Saatchi & Saatchi’s Gear-up and Anti-drug campaign, Levis 501’s Reborn and OgilvyOne’s Nokia 3200-Make It Yours.”

“Clinching the bronze medal for Kiwi Starch for Sara Lee Singapore Pte Ltd is really a morale boost for our company. It is a reflection of our relationship with our clients, and how we execute their philosophy into a successful campaign,” said Jeffery Tan of Adburo, a Singapore-based agency that won in the Best Craft in Execution Category. “We already have something planned for next year’s DM Asia Awards – lets hope it will be a two in a row.”



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. This year over 300 delegates representing 152 companies attended the event from companies included AIG, Dentsu, EMC, Hewlett-Packard, HSBC, Intel, IQPC, Leo Burnett, Mediaworks, 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.

Today's conference sessions covered a range of topics relevant to the direct marketing community today:

- **New Rules of Customer Acquisition:** Geo-demographic Marketing, E-Nabling Your Organisation and Lessons Learnt from the Dotcom Boom, The Next Generation of Email Marketing, Direct Sales Promotions
- **Customer Experience Management:** Getting Beyond Mere Satisfaction, Enriching the Customer Experience, Putting the 'e' into Experience, Loyalty by Design
- **Mobile Marketing:** The Use of Mobile Marketing in Singapore, Brand Marketing, Enriching the Interactive Customer Dialogue in Mobile Media, Mobile Content
- **Business to Consumer:** Understanding Consumer Behaviour, The Branded Customer Experience, The Marketing Dilemma
- **Financial Services:** Maximizing a Data-rich environment, Breaking the DM Mode, Managing a Complex Brand Portfolio
- **Achieving Creative Leadership:** Unique Challenges of Direct marketing Creative, Award Winners – Inside Story, DM Creative in China

Spanning a range of related services, **25 exhibitors** displayed their products and 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.**

**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.

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