



News Release

Are You Hitting the RIGHT Targets and Getting the RIGHT Response? Take the Acid Test at DIRECT MARKETING ASIA 2004! Industry event will herald new direct marketing regulations and guidelines as well as incorporating the prestigious DM Asia Awards

Singapore, 04 June 2004: Any marketer would tell you that reaching customers is getting more challenging by the day, leave alone the RIGHT customers; hence the theme of Direct Marketing Asia 2004, *New and Improved Ways to Reach the RIGHT Customers*. To be held at The Meritus Mandarin, Singapore, on 5th and 6th August, DM Asia 2004 will include two days of exhibitions, conferences and workshop sessions.

DM Asia 2004 targets professionals such as direct marketers, advertising and PR agencies and direct marketing (DM) associations. It is also aimed at organizations that rely on direct marketing campaigns to communicate with their target audience, including service providers and businesses across diverse vertical industries across banking, retail, hospitality, information technology (IT), lifestyle, telecommunications and the Internet. This year, over 30 suppliers of DM products and services are expected to exhibit at the event, with a new series of "Beauty Parade" show-and-tell sessions currently open for booking by creative agencies and solutions providers.

DM Asia 2004 will also be the platform for a number of announcements around new regulations that will serve to guide this growing industry and be enforced by law. This is in response to privacy concerns and the resulting impact to the industry as a whole. The Guest-of-Honour for this event is yet to be revealed at this time.

Creating a platform of synergy for its target audience to share best practices and views for attaining successful results, DM Asia 2004 will cover extensive discussions on developments and trends in the consumer and technology arena with a greater degree of expertise sharing during the forum discussions.



Commenting on this year's theme, Paul Hourihane, in his second year as Chairperson of the DM Asia event and founding partner of Go Direct!, an independent direct marketing agency based in Singapore, said, "This year's show is definitely bigger and better, in the sense that we are packing more value into the two days. We want all participants to leave DM Asia 2004 with an epiphany: Toss out the ineffective tools in your marketing tool box, stock up on new ones that are designed to 'nail' that message home and get the RIGHT response."

"How many horror stories have you heard about tons of money spent on a so-called below-the-line marketing campaign, only to yield mediocre results and worse still, a totally wrong type of audience responding? We know there must be better ways to reach customers and at DM Asia 2004, through our solid line up of speakers and presenters, share successful case studies and proven methods."

Keeping show how theory can be successfully converted to practice, delegates will benefit from the keynote session by an end-user organization that will share real-life direct marketing experiences. Delegates will also be able to identify with real-world applications and testimonies, as shared through this and a subsequent line-up of engaging DM topics, methodologies and technologies.

The highly successful DM Asia series of shows, currently in its seventh incarnation, enjoys the status of being the definitive event for players in the DM game, gathering more interest from industry advocates, vendors and practitioners year on year. The show is expected to draw 600-800 visitors from the region with a third of the participation from overseas, a 30 percent increase over last year. The industry support and response to date has been encouraging and so far, more than fifty percent of the exhibition booths and sponsorships have been taken up. So far, confirmed sponsors include Easylink, Key Media and Spring.



The ‘not-to-be-missed’ highlight of the show, the DM Asia Awards 2004, is back and will feature four new award sub-categories¹:

- Best Use of Channel (Direct Response): Print, Radio and TV
- Best Use of Channel (Online): Viral (other existing sub-cats are Email, Website, Banner)
- Best Implementation of Strategy: General CRM
- Best Craft in Execution: Flash Design & Sound

The closing date for submission of entries is 16th July and the show organizers, TTG Asia, are expecting this year’s volume of entry submission for the DM Asia 2004 Awards surpass last year’s 170 entries from 11 countries by at least 20 percent. The judging criteria remains focused on Strategy, Results, Creative Idea and Creative Execution.

As in last year’s event, there will be Best of Show Awards for Best Creative, Best Effectiveness and Best of Show. The panel of judges for this year’s DM Asia Awards will comprise industry heavyweights, the most notable being Graham Kelly, Executive Creative Director, Saatchi & Saatchi Singapore, who has been appointed Chairman of the judges’ panel. Kelly is a veteran of the direct marketing industry, having won a number of major DM industry awards including Echos, Caples and the Asian Direct Marketing (ADM) Award.

To facilitate the marketing of DM Asia 2004, the organizers have appointed a number of promotional partners. EASTWEST Public Relations is appointed as the official PR agency with DRAFT Worldwide taking on direct marketing and communications. DM Asia 2004 is jointly organized by the Direct Marketing Association of Singapore (DMAS) and TTG Asia.

Ends

For further information, visit: www.dmasia.net

¹ Full list of categories attached



About DM Asia 2004

The organizers 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 the several Direct Marketing Associations (DMAs) including DMA USA and about 10 regional DMAs across Asia Pacific.

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FULL LIST OF CATEGORIES

A: Use of Channel

Categories:

- Flat mail,
- Three-dimensional mail
- DR print
- DR TV
- Email
- Viral
- Websites
- Banners
- Mobile
- Multimedia (three or more media from list above)

Judging Criteria:

Strategy, Results, Creative Idea, Creative Execution

B: Implementation of Strategy

Categories:

- Acquisition,

- Retention
- General CRM

Judging Criteria:

Strategy & Results only (multiplied by degree of difficulty)

C: Craft in Execution

Categories:

- Copy
- Art Direction
- Flash
- Sound Design

Judging Criteria:

Quality of creative execution only

Best of Show Awards

Best Creative
Best Effectiveness
Best of Show

Judging Criteria:

Judges discretion