



## News Release

### **How Successful is Your Direct Marketing Campaign? DM Asia 2004 invites nominations from companies who have conducted a DM exercise over the last 12 months**

**Singapore, 02 July 2004:** The organizers of DM Asia 2004, the premier marketing event in Asia, today called for nominations from companies in Singapore and around the region if they have run successful direct marketing campaigns in the last 12 months. Nominations can be submitted by July 20<sup>th</sup> for 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)

*Judging Criteria:* Strategy, Results, Creative Idea, Creative Execution

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

*Judging Criteria:* Strategy and Results only (multiplied by degree of difficulty)

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

*Judging Criteria:* Quality of creative execution only

Judges will also review submissions for **Best of Show Awards** for Best Creative, Best Effectiveness and Best of Show.

Highlighting the success of last year's awards, Paul Hourihane said, "We had over 170 entries last year from 11 countries in the region. Based on the feedback we received from the participants, we have added in four new awards including Best Use of Channel for Direct Response and Viral. The addition of the new categories and the full range of awards is testament to how the Direct Marketing industry is evolving, and we are committed to keeping pace with these changes." Paul is in his second year as Chairman of the DM Asia event and founding partner of Go Direct!, an independent direct marketing agency based in Singapore.



This year, DM Asia 2004 is built around the theme *New and Improved Ways to Reach the RIGHT Customers*, and will be held at The Meritus Mandarin, Singapore, on 5<sup>th</sup> and 6<sup>th</sup> August, covering two days of exhibitions, conferences and workshop sessions. As part of the conference, DM Asia 2004 will cover the following tracks:

- Permission Marketing and Data Regulation
- Innovations in Business-to-Consumer Direct Marketing
- Business Transformation
- New Rules of Customer Acquisition
- Customer Experience Management
- Business-to-Business
- Mobile Marketing
- Financial Services
- Achieving Creative Leadership

The event also boasts an impressive line-up of speakers this year representing companies such as **Alcatel, CNET, Informative, Microsoft, Oracle, Readers Digest, Saatchi & Saatchi, Silversum Consumetrix, Tequila, and Web Guru.**

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 80 percent of the exhibition booths and sponsorships have been taken up. So far, confirmed sponsors and exhibitors include **Brel Software, Deutsche Post, Draft Worldwide, EASTWEST PR, Easylink, EuroDirect, IWorks, John Wiley & Sons, Key Media, Kodak Versamark, Mardev, Newsweek, Now2market, QAS, Readers Digest, Singapore Post, SPH AsiaOne, Spring, Swiss Post, Thai Direct Marketing Association and Vaughn Group.**



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.

For further information, visit: [www.dmasia.net](http://www.dmasia.net)

#### **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), Easylink (show messenger), Meritus Mandarin (official hotel), Media (official regional media), Yahoo! and CNET Asia (official online media), Ad Asia, DM Magazine, CNETAsiaWeek, C|Level, Readers Digest (supporting publications).

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

Supported by Singapore Exhibition and Convention Bureau (SECB), Singapore Post, Spring, Deutsche Post, Swiss Post and Y&R Wunderman.

#### **Editorial contact**

Sonya Madeira  
EASTWEST Public Relations  
Tel: +65 64290311  
Hp: +65 94501090  
Email: [sonya@eastwestpr.com](mailto:sonya@eastwestpr.com)

\\Eastwestpr\EastWest\clients\current\DM Asia 2004\Jobs\558-04 Exhibitor and speaker release\558-04 DMAAsia2004 exhibitor and speaker release - v2.doc