



advertising+marketing magazine's
AGENCY OF THE YEAR AWARDS **2011**

Home of the **MARKies**



BE PART OF THE BIGGEST AGENCY NIGHT IN ASIA PACIFIC

THE ONLY CLIENT-VOTED AGENCY AWARDS



Welcome to the only agency awards in the world that are 100% judged by the people who really matter: client marketers.

Every year since 2005, *Advertising + Marketing* has commissioned research firm Boardroom Research to find out which agencies senior client marketers in Asia would most likely engage in the key areas of marketing services:

- Creative
- Media
- Public relations
- Brand consulting
- Productions
- Digital
- Direct marketing
- Event marketing
- Market research

The top 10 nominees in each category will be invited to submit work and credentials based on their overall performance as an agency (including account wins, staff retention, leadership and overall body of work), and these submissions will be assessed by our panel of judges, made up entirely of client side marketers.



The MARKies; These awards are entirely independent of the AOTY submissions. Any agency may enter a campaign they've done during the past year in the appropriate category. The winner of the MARKies is also decided by our judging panel."

Any agency can win - no wonder *Advertising + Marketing's Agency of the Year Awards* is the biggest night in the agency calendar in Asia Pacific and why the region's most prestigious media & marketing firms take a leading role and participate as sponsors.

ATTENDEES



For sponsors, *Advertising + Marketing's Agency of the Year Awards* is the ultimate networking opportunity - you will never find a better opportunity to interact with as many senior agency professionals in one room at the same time.

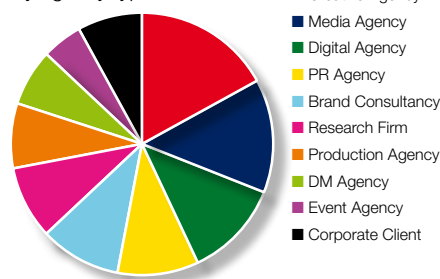
Without fail, every agency that is a finalist for an *Agency of the Year* award attends, usually en masse with one, two or three tables. For a full list of last year's finalists & winners, and this year's finalists check out the *Agency of the Year Awards* microsite at marketing-interactive.com/aoty/2011/my.

The finalist agencies voted by client marketers are the cream of the industry - local hot shops and the international agencies that represent big local and multinational clients. Sponsors can be sure the agencies in the room are the big spenders representing big budgets. And with a US\$150/seat price tag, sponsors know the people in the room are genuine senior decision-makers.

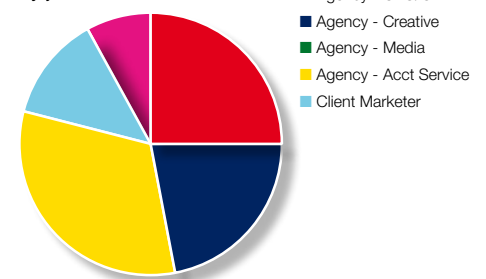


Agency of the Year 2009 (Singapore) attendee breakdowns:

By agency type:



By job function:



Agency of the Year attendee numbers:

Location	2008	2009	2010
Singapore:	492	748	636
Hong Kong:	N/A	N/A	422
Kuala Lumpur:	N/A	N/A	545

MALAYSIA, SINGAPORE & HONG KONG

The Agency of the Year research has been conducted by BRR and reported in a special annual edition of *Advertising + Marketing* in all the three markets since 2007. The gala awards night has been held in Singapore since 2008. Hong Kong and Malaysia since 2010.

EVENT MARKETING CAMPAIGN

Part of the success of *Advertising + Marketing's Agency of the Year Awards* is its huge pre- and post-event integrated marketing programme which includes print, broadcast and online advertising & communications as well as an aggressive direct marketing campaign. Every year the event - from the questionnaire, the respondents and the results - has the whole industry talking.

Print & digital advertising

Every edition of *Advertising + Marketing* magazine and *A+M Daily* from February to June 2011 will contain arresting and memorable advertising promoting *Agency of the Year Awards* table sales. The advertising campaign represents a media spend of approximately US\$94,000 which guarantees total coverage - at the very least, everyone in the industry will be aware of *Advertising + Marketing's Agency of the Year Awards* for 2011.

Public relations & pre- and post-event media coverage

With the full editorial support of *Advertising + Marketing*, Asia's biggest-circulating and best read advertising & marketing information brand, all developments concerning the *Agency of the Year Awards* will be reported in *Advertising + Marketing* magazine and online in *A+M Daily*. Typical news pieces will include:

- Awards categories finalised
- Research fieldwork in progress
- Respondent breakdowns announced
- Winners announced
- Launch of the event microsite
- Industry predictions announced
- Finalists announced
- Special annual edition published

As in previous years, we expect most items to be picked up by local print and broadcast media.

Direct marketing

With the largest and most accurate database of agency and client marketing professionals in Asia, we can ensure over 70,000 industry professionals are personally invited to attend the *Agency of the Year Awards* in their city. With an innovative use of print and digital database-backed direct marketing, we are very confident that our targeted attendee numbers will be achieved.

SPONSORSHIP OPPORTUNITIES

Main Award Categories

- Creative / Digital / Media / Direct / Brand / Production / PR / Events / Research

MARKie Award Categories

- Best TV Campaign
- Best Use of Media - Out of Home - Traditional
- Best Print Campaign - Newspapers
- Best Use Of Media - Out of Home - Digital
- Best Print Campaign - Magazines
- Best Use of Media - Mobile
- Best Out Of Home - Digital
- Best Use of Media - Integrated
- Best Out Of Home - Traditional
- Best Use Media - Radio
- Best Radio Campaign
- Best Loyalty & CRM Campaign
- Best Online Campaign
- Best Direct Mail Campaign
- Best Search Campaign
- Best Email Campaign
- Best Social Media Campaign
- Best Branding - Strategy
- Best Mobile Campaign
- Best Branding - Design
- Best Web Design
- Best Use of Post Production
- Best Viral Campaign
- Best PR Campaign - Media Relations
- Best Use of Media - TV
- Best PR Campaign - Digital PR
- Best Use of Media - Newspapers
- Best Event - Concept
- Best Use of Media - Magazine
- Best Event - Execution
- Best Use of Media - App
- Best of breed - Any category



BENEFITS OF SPONSORSHIP

If you target agency decision-makers, if you want to be positioned as the most prestigious partner in a certain area of marketing services and if you want to be there when your biggest clients are honoured as the best of the best, being an *Agency of the Year Awards* sponsor is a very smart idea.

Tangible benefits of sponsorship

Award presentation. All award sponsors will be given the opportunity to present on stage the four trophies connected to the award they sponsor and be part of a timeless photo opportunity.

Free & discounted seats. Two representatives from each sponsor are invited to attend the *Agency of the Year Awards* free of charge, meet the attendees and be part of the occasion. In addition, sponsors are able to purchase additional seats for clients and partners at a 30% discount.

Branding & company description. All sponsors' logos will be placed on all *Agency of the Year Awards* marketing collateral, event signage and in the annual special edition of *Advertising + Marketing* magazine. In addition, a written description of each sponsor organisation of up to 50 words will appear on the event microsite and in the annual special edition of *Advertising + Marketing*.

Full attendee list. The full attendee list of the *Agency of the Year Awards* will be made available to sponsors for post-event marketing.

Collaterals & gifts. *Agency of the Year Awards* sponsors are exclusively permitted to include one piece of marketing collateral in each attendee's gift pack. In addition, only sponsors are permitted to give *Agency of the Year Awards* attendees gifts which will help make the event memorable and give them a lasting positive impression of you and your company.

All photographs. The *Agency of the Year Awards* will be professionally photographed and the CD containing all images will be delivered to sponsors after the event for their own unlimited use.

Business benefits of sponsorship

Stronger positioning. More than anything, being an *Agency of the Year Awards* sponsor is primarily about positioning; it's about placing your organisation alongside a particular area of advertising & marketing services positioning your company as the obvious number one partner.

Increased market awareness. While only a limited number of agency professionals will attend the *Agency of the Year Awards*, over 100,000 members of the advertising & marketing community in Asia will see the event coverage and notice your branding.

Networking with senior people. While sponsoring the *Agency of the Year Awards* is not a lead-generation exercise, being in a room with Asia's agency elite presents unique networking opportunities that cannot be ignored or undervalued.

