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APMA Star Awards Entries

The Australasian Promotional Marketing Association (APMA), powered by The Communications Council, has announced the number of entries for this year's APMA Star Awards and key dates for this year's awards.

Agencies and clients from across Australia and New Zealand submitted just under 200 entries in promotional marketing work.

Now in its sixth year, the awards showcase the exceptional standards achieved through skills and creativity, as well as solid sales success, in promotional and experiential marketing over the past 12 months.

"We look forward to the annual Star Awards with excitement and anticipation," said David Lo, APMA Chairman. "It's great to see a consistently high level of entries ensuring a healthy competition and differentiation in entries. It's now up to the judges to pick those entries that are most original, strategic, and innovative."

Star Awards finalists will be announced in late May. The awards will be judged by a panel of over 40 industry experts all recognised and highly respected for their extensive industry experience.

The announcing of Gold, Silver and Bronze category winners and the overall Grand Prix winner will take place at the Star Awards event to be held at Sydney's Sofitel Hotel on the 30th of June.

All APMA Star Awards winners will be eligible to compete in the MAA GLOBES for the Best Marketing Campaigns in the World, held in October 2011.

About the Australasian Promotional Marketing Association (APMA)

The Australasian Promotional Marketing Association (APMA) represents leading Promotional and Experiential Marketing Agencies in Australia and New Zealand. APMA focuses on being the leading authority on Promotional and Experiential Marketing in the region and stimulating each APMA member agency to achieve the highest attainable level of professional excellence.

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