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**For Immediate Release**

## **APMA Star Awards Call for Entry Open**

The Australasian Promotional Marketing Association (APMA), powered by The Communications Council, has announced the call for entries for this year's APMA Star Awards.

Agencies and clients from across Australia and New Zealand are invited to submit their entries until the 31<sup>st</sup> March, 2011.

Now in its sixth year, the awards recognise the region's outstanding promotional and experiential marketing work and are designed to generate public recognition for original, strategic, and innovative campaigns.

The awards will be judged by a panel of industry experts with experience in the promotional and experiential area. They will be judging entries on strategic relevance, originality, creative execution and effectiveness.

"We look forward to the sixth annual Star Awards with great excitement and encourage all to enter for a chance to be acknowledged by the industry." said David Lo, APMA Chairman. "Promotional and experiential marketing is evolving rapidly, and those that can keep up with those changes will be the ones that come out on top. After a year in which we were faced with tighter budgets, it is now the challenge to come up with consistently creative work that is tactical and raises the bar on excellence. We anticipate many agencies have done so and look forward to their entries."

For the first time this year, Communications Council member agencies are eligible for the APMA member rate when entering the Star Awards.

Categories open for entry are:

1. Best Integrated Communications Campaign (Under \$1 Million)
2. Best Integrated Communications Campaign (Over \$1 Million)
3. Best Sponsorship or Tie-in Campaign
4. Best Use of Digital in a Campaign
5. Best Use of Direct Marketing and CRM in a Promotional Campaign
6. Best Use of Social Marketing in a Promotional Campaign
7. Best Brand Building Campaign
8. Best Business-to-Business Campaign
9. Best Retail Account Specific or Channel Specific Campaign
10. Best Event or Experiential Marketing Campaign
11. Best Activity Generating Brand Awareness and Trial
12. Best Activity Generating Brand Volume
13. Best Activity Generating Brand Loyalty
14. Most Innovative Idea/Concept
15. Best Use of Creative in a Promotional Campaign

- 16. Best Cause or Charity-Related Promotional Campaign
- 17. Best Small Budget Campaign (\$75,000 and Under)

The Grand Prix will be awarded to the overall best campaign, as judged by the APMA Star Award Jury.

APMA member agencies can nominate Account Service or Creative staff for the Young Achiever of the Year title, for their chance to be recognized for their work and achievements, plus an overseas trip, courtesy of sponsor Free 2 Travel.

The APMA Executive Committee will also award a Lifetime Achievement Award for outstanding service to an industry figurehead with an outstanding track record in promotional and experiential marketing.

Key dates for this year's awards are- deadline for entry- 6pm on March 31st. Finalists will be announced in late May. The announcing of Gold, Silver and Bronze category winners and the overall Grand Prix winner will be announced at the Star Awards event to be held in Sydney's Sofitel on the 30th of June.

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

For more information on categories and how to enter, log onto [www.apma.com](http://www.apma.com)

**About the Australasian Promotional Marketing Association (APMA)**

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

For more information contact:

Linde Wolters  
Media @Public Affairs Manager - 0282973800