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## **APPIES 2015 - THE ANNUAL FESTIVAL TO MARK THE BEST MARKETING IDEAS IN ASIA OPENS FOR SUBMISSIONS**

*Singapore, 15 April 2015:* The Institute of Advertising Singapore (IAS) announced its call for entries for the APPIES 2015, inviting marketers, brand owners, advertising and media agencies to submit entries for their marketing success stories.

Now in its sixth year, the APPIES 2015 celebrates the most brilliant inspirational ideas in marketing communications in Asia. 10 outstanding campaigns will be awarded Gold Medals and 5 with Silver Medals. Last year's APPIES saw sharp insights, innovative ideas and impressive results from winning cases such as Coca Cola's 'Adding Fizz to Indian Mealtimes', HP's 'Help your Child Shine', Nihar Shanti Amla's 'Change with Pride', Nescafe's 'Kickstart your Morning', Gillette's 'Scandal Shave' and TrueMove H's 'Giving is the best communication'.

Shortlisted entries will be judged by a distinguished panel, via the APPIES' distinctive and unique 4-6-20 LIVE campaign presentation. Each presentation begins with a 4-minute showreel video summarising the campaign, followed by a live 6-minute exposition of the campaign's key highlights by the brand's marketers/campaign creators and an interactive 20-minute session where each campaign will be cross-examined by the judges and audience members.

The APPIES is the leading knowledge-exchange platform with special events like keynote sessions and panel discussions on topics of industry relevance. Attracting repeat participation from top marketers, advertising agencies and partners, it showcases the best, providing an unparalleled opportunity to learn, network and celebrate with the brightest minds in the business.

The APPIES 2015 is organized by the Institute of Advertising Singapore, and supported by Asia Pacific Breweries Singapore, BBDO Singapore, Black Marketing and zPixel. **Entry forms can be obtained at <http://www.appies.asia/appies-2015/appies-entry-kit>**

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### **About IAS**

The Institute of Advertising Singapore (IAS) was founded in 1990 with the aim to position Singapore as an internationally recognised “centre of excellence” with world class advertising professionals, international best practices and industry leading creative output. The IAS has several highly successful business platforms for the advertising and marketing communities to meet, collaborate and raise the standards of the industry as well as encourage continuous education. In 2008, the Institute of Advertising conceptualised and launched the successful World Effie Festival (WEF) and the Asia Pacific Effie Awards. The IAS has also organised the Singapore International Advertising Congress since 1998. It is the national organiser for the Singapore Advertising Hall of Fame Awards as well as the Academy of Judges (For Advertising & Marketing Awards), The Academy of Creative Directors and The Annual Wall Poster campaign for Singapore’s Most Influential Creative Directors. It also organised the Effie Singapore Awards, which is recognised worldwide as the gold standard for marketing effectiveness.