

## **Festival of Media Asia 2013 Awards Shortlist Announced**

*Highlights best creative campaigns from regional agencies vying for prestigious awards*

**1 February 2013, Singapore** – The shortlist for the 2013 Festival of Media Asia Awards has been officially announced. Running for the second time in Asia, the Awards are showcasing the best work of the region, representing campaigns that demonstrate the very best in creative media thinking.

“These Awards are all about creative media thinking and I was impressed by the high calibre and quality of the entries - beautifully executed and concisely explained,” said Leonardo O’Grady, Jury Chair and Director ASEAN Integrated Marketing Communications, Coca-Cola.

In a year that has seen a record number of entries from across the region, the shortlist is made up of 117 campaigns from over 10 markets. Australia and India dominated the field, but face stiff competition from other regional markets. There has been an impressive 180% increase in campaigns from India, for example, while both China and Thailand have doubled the number of their entries. Indonesia and Japan are new additions to the field, represented in the Awards shortlist for the first time this year. Starcom, Mindshare and Universal McCann lead on the agency network front.

Founder of the Festival and CEO of C Squared Charlie Crowe commented “We were impressed with the creativity and calibre of the work coming out of Asia. The judges will have a difficult task picking out the winners – competition is fierce.”

The Awards shortlist was judged by a panel of nearly 60 senior industry professionals, and the select final awards jury will consist of only 30. Winners will be announced at the Festival of Media Asia 2013 at the W Singapore – Sentosa Cove from 3-5 March 2013 in Singapore.

The inaugural Festival of Media Asia in 2011 was a huge success, bringing together 600 attendees from 23 different countries across Asia and the globe. The 2013 event will bring together a host of new features for attendees to enjoy including a stronger awards programme, the launch of the global Media Accelerator Programme (M.A.P) alongside the outstanding line-up of speakers listed above.

More information about the Festival of Media Asia 2013, is available at [its official website](#). The full Awards shortlist can be downloaded at [the Awards page](#).

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### **About C Squared**

C Squared is one of the fastest-growing specialist publishing, events and technology companies in Europe. Its mission is to help the media and marketing industry become more connected and better informed so that it is fully equipped to respond to the challenges and opportunities brought about by digital technology and globalization. The company first launched *Cream*

magazine in 2005 to reflect the changes taking place in global media. Cream has now become the world's largest database of media innovation and its bespoke technology serves many of the leading global agency groups and multinational advertisers. C Squared launched the Festival of Media in Venice in 2007 and the brand now has 3 major Events across the world, attended by 4,000 senior delegates and receiving over 3,000 Awards entries. In 2009, C Squared acquired the leading brand M&M Global; plus the M&M Global Awards and the popular media training course, IMM. In 2011, C Squared created its "Original Events" unit, which has since created leading events for clients including Wired Magazine, Unilever and BeViacom. More information is available at: [www.csquared.cc](http://www.csquared.cc)

**Media Contacts**

Amala Naravane / Devin Jeyathurai

Rice Communications for The Festival of Media Asia 2013

Tel: +65 6221 8324

Email: [amala.naravane@ricecomms.com](mailto:amala.naravane@ricecomms.com) / [devin.jeyathurai@ricecomms.com](mailto:devin.jeyathurai@ricecomms.com)