



## OMD and Amobee Aim For Guinness World Records Title at the Festival of Media Asia 2013

*OMD and Amobee to attempt setting a new record for the **world's largest interactive mobile presentation** as verified by the Guinness World Records*

**1 March 2013, Singapore** - The Festival of Media Asia 2013, the Asian iteration of the acclaimed Festival of Media for creativity and innovation, will include an attempt to set a new Guinness World Record. On Day Two of the Festival, 5 March 2013, starting at 2.50pm, Steve Blakeman, CEO, Asia Pacific at OMD and Harry Dewhirst, Senior Vice President & Managing Director, APAC at Amobee will stage the world's largest interactive mobile presentation, verified by the Guinness World Records.

Steve Blakeman, CEO, OMD APAC said "The future is quite literally in our hands. Mobile is without question the key trend of 2013. We could not think of better way to bring to life Festival of Media Asia's theme of "mobility" more effectively than by demonstrating its real power of interactivity and accessibility"

"As this is a genuine first, we wanted to mark the occasion by seeking recognition from the universally recognised authority on record-breaking achievement, the Guinness World Records," Blakeman continued. "Both Harry and I are well aware that this is an audacious bid and we are relying heavily on the technology and the participation of the audience but we are quietly confident and incredibly excited at the opportunity to make both OMD and Amobee record breakers beyond the realms of our day-to-day business."

Amobee Senior Vice President & Managing Director, APAC, Mr Harry Dewhirst noted "This world record attempt demonstrates the power of mobility to drive the future of information sharing and communication. Amobee is a leader in mobile advertising and this event is a great demonstration of that. And it would be very exciting for both companies to share a Guinness World Record world record achievement in the mobile space.

"Everyone who participates in this presentation will instantly become part of history as this record is set," said Charlie Crowe, Founder of the Festival and CEO of C Squared, "This is mobility in action, a once-in-a-lifetime event and a Festival first. This ground-breaking record-setting attempt really does set the tone of the Festival of Media Asia, and is a great example of just how innovative and different this year's Festival is going to be."



OMD and Amobee are attempting to set a Guinness World Record. Steve Blakeman (OMD) and Harry Dewhirst (Amobee) will take the main stage at Festival of Media Asia for a 20-min interactive presentation, during which the audience of around 600 people will be able to use their smartphones, tablets or phablets to answer a range of questions related to "mobility" which is the key theme of the event.

The presentation material is divided into 4 sections comprised of 5 minutes each, covering topics including Generation Screen, Convertibles, Smart Business and Gaming. There is one question tied to each of these topics and incorporates interesting and relevant data / soundbites for the audience (marketers and experts from the communication industry).

The official Guinness World Record attempt will be for the World's Largest Mobile Interactive Presentation. An adjudicator from Guinness World Records will be present at the event to verify the bid and also confirm whether OMD and Amobee were successful. The results of the record-setting attempt will be officially announced that evening at the Gala Awards Dinner that wraps up the Festival.

This year's Festival will be held at the W Singapore – Sentosa Cove in Singapore, and features the most powerful media executives, brands, broadcasters, publishers and technologists from across Asia, including the strongest brand presence of any Asian conference. The agenda features an impressive array of over forty speakers across nine separate sessions, each one exploring a different facet of "Mobility".

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.

Follow @FestivalofMedia on Twitter and use the #FOMA13 hashtag. For more information and live updates, download [the Festival of Media mobile app](#).

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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)

### **About OMD Worldwide**

OMD Worldwide ([www.omb.com](http://www.omb.com)) is a leading global media communications agency, with more than 8,000 employees across 100 countries serving the world's high-profile brands. OMD provides a range of services globally including communications strategy, media planning and buying, digital execution, content creation, entertainment marketing,

sponsorship and brand analytics. OMD is recognized for its global footprint, strategic integration and creative innovation. It has been acknowledged as Most Creative Media Agency by The Gunn Report for an unprecedented seven consecutive times; Adweek Global Media Agency of the Year for 2008, 2009 and 2011; and 2002, 2005, 2009 and 2011 Media Agency of the Year by Advertising Age. OMD Worldwide is a unit of Omnicom Media Group, the media services division of Omnicom Group Inc. (NYSE: OMC).

### **About Amobee**

[Amobee](#), the company defining mobile advertising, offers comprehensive, end-to-end mobile advertising solutions and services for advertisers, publishers and operators worldwide. Headquartered in Redwood City, California, with offices in Europe, Asia, Australia, Latin America and throughout the United States, Amobee enables its large customers to run targeted, leading edge mobile ad campaigns on a global scale with unparalleled ROI. Amobee is a division of SingTel's Group Digital Life, which is focused on creating new digital growth engines to delight customers and disrupt adjacent industries. Amobee was declared the winner of the "Mobile Marketing & Advertising Agency of the Year" award at the 17th Annual Global Mobile Awards, held at the GSMA Mobile World Congress in Barcelona. Amobee was selected for its sustained leadership, creativity, innovation and success in mobile advertising, successfully spearheading growth, adoption and evolution of this fast-growing industry.

### **About Guinness World Records**

Guinness World Records Limited ([www.guinnessworldrecords.com](http://www.guinnessworldrecords.com)) is the global authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is one of the best-selling books of all time and currently sells more than 2.5 million copies in 22 languages and over 100 countries. The Guinness World Records brand extends across a wide range of media, with global television audiences of 250 million annually, a website which attracts over 13 million visitors, and live events which have entertained and inspired more than 1.5 million people around the world. Guinness World Records Corporate, the commercial arm of Guinness World Records Limited, harnesses the power of record-breaking to create business solutions for companies around the globe.

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