



# Promotion Marketing Awards of Asia invites senior jury members to 2012 panel of The Dragons of Asia

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Company Brief

New Delhi, March 14, 2012

This year certainly is the Year of the Dragon! The 13th Promotion Marketing Awards of Asia, "The Dragons of Asia" is now underway right across Asia.

With an eminent panel already on board, the PMAA 2012 invites senior marketing professionals to join the 2012 Pan-Asian judging panel. Judging will be carried out online from between late April and late May. Each judge will have around ten campaigns and two weeks to score.

Gold, Silver and Bronze Dragons will then compete in against the Best in Marketing Communications in the MAA GLOBES from recognition programmes in North and South America, the United Kingdom, Europe, the Middles East, and Australia and New Zealand. Judging for the Dragons will commence in late April.

For thirteen years, the PMAA Dragons has been awarding the most successful work carried out by Agencies and Clients, across all Countries in Asia. Gold, Silver and Bronze Dragon Winners have gone on to compete in the MAA GLOBES, which recognizes the Best of the Best in the World. Last October in Rio de Janeiro, PMAA Winners won 2 Globes, 3 Silver and 3 Bronze awards.

In a quick note, Mike Da Silva, director of Promotion Marketing Awards of Asia, said to all judges, "We know you'll view some of the best marketing work in Asia. The PMAA 2012 Jury team can be reached at [pmaaawards@mdsa.com.au](mailto:pmaaawards@mdsa.com.au). Judging will take place online from mid

April. Each Judge will have 8-10 entries to judge and about two weeks to do this. We will provide all judges with information on how to score a campaign, All judges will be given a set of write ups, at the time of the award announcement".

Ambika sharma, managing director and CEO of Pulp Strategy communications, who is the India director for the PMAA since 2009 said, "Being on the jury panel for the PMAA is a rewarding experience, Judges witness the Best of the Best across Asia, having been on the panel for the last five years I personally have found it as an eye opening experience with the best practice in promotional marketing showcase every time around. The quality of work is truly brilliant. I hope to see good response from marketers and organizations to the invitation for the Jury Panel."

With just two weeks to go for the close of entries on March 31 the energy is evident as entries flow in. The dragons will be awarded for Best in Category, Best by Country and for the Best Campaign in Asia. All Gold, Silver and Bronze Dragons will be entered in the 2012 MAA GLOBES, for no extra cost. More details on call for entries at [www.dragonsofasia.org](http://www.dragonsofasia.org).

About Ambika sharma:

A thorough bred marketing professional with an experience of over sixteen years, in new age marketing, in the brand activation industry. Her expertise includes medium identification, ROI maximisation, facilitation, planning, and implementation of consumer experience based business solutions for brand marketing dilemmas with an in-depth understanding on traditional and new media in the context of the Indian consumer subsets. With skills that include strategic planning and communication, new/alternate media, and creative communication Sharma was recognised as Marketing Professional Of the Year at the CMO Asia Awards 2011 for excellence in branding and marketing. She specialises in integrated planning and activations for brands.◆

An opinion leader for the activation industry in India, she has been◆on the PMAA & The MAA Globes◆Jury panel since the year 2008. On the INDIA Advisory council for the World Brand Congress in 2009 Ms. Sharma also took charge for the Promotional Marketing Awards of Asia in 2009 as the Zonal Director for India. PMAA recognises the very best Promotion Marketing excellence and mastery, throughout Asia with a participation of 16+ countries.◆ Amongst the senior most professionals in this nascent industry, with numerous personal milestones she was recognized as Young Achiever Of the Year at the CMO Asia Awards 2011 & Marketing Professional Of the Year at the CMO Asia Awards 2011 for Excellence in Branding and Marketing. In 2010 Ms. Sharma was recognized as the Young Achiever of the Year | Awarded at the Global Awards for excellence at the World Brand Congress 2010, and◆"INDIRA SUPER ACHIEVER AWARD" 2010 | Conferred upon outstanding professionals who have had tremendous achievements in their respective fields.

"Star Youth Achiever Award" awarded by Global Youth Marketing Forum 2010, the award recognises and highlights the commendable performance by an individual in the fields of marketing, advertising, public relations and branding with focus on the youth.

Mike Da Silva - MDSA Promotion Marketing

Inducted into the Marketing Hall of Fame, Rio de Janeiro, Oct 2011

Inaugural Life Achievement Award. Australian Promotion Marketing Association Director. Promotion Marketing Awards of Asia. "The Dragons of Asia"

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