



Pawan Bansal and Ambika Sharma on jury panel for PMAA 2012

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As reported earlier, the 13th edition of the Promotion Marketing Awards of Asia (PMAA) will be taking place in Kuala Lumpur in late July. As recognition of the best in the Promotion Marketing industry throughout Asia, this program will see participation from over 13 countries in Asia.

The recipients of the Gold, Silver and Bronze PMAA Dragons will be decided by an esteemed jury, the formation of which is currently underway. With an eminent panel already on board, the PMAA 2012 is inviting senior marketing professionals to join the 2012 Pan-Asian judging panel. Judging will be carried out online from between late April and late May.

In a quick note, Mike Da Silva, Director, PMAA said: "Each judge will have eight to 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."

This year, Pawan Bansal, COO, Jagran Solutions, has been invited to be a part of the Pan Asia judging panel with a mandate of judging a section of the PMAA 2012 entries; while Ambika Sharma, Managing Director & CEO Pulp Strategy Communications, is reprising her role as the India Director for the PMAA for the fifth time.

Commenting on his new role, Bansal said: "It is a great honour to be selected as a jury member of PMAA. This is an excellent platform that recognizes the best of creativity and effectiveness in the business of promotional marketing all over Asia. Year after year, the PMAA has helped raise the bar for promotional campaigns and I look forward to some very exciting work in this season." Bansal has over 18 years of experience holding key positions in leading marketing companies.

Speaking about being the India Director for the PMAA since 2009, Sharma 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 have personally found it to be an eye opening experience with the best practices in promotional marketing being showcased every time. The quality of work is truly brilliant. I hope to see a good response from marketers and organizations to the invitation for the jury panel."

Regarding her role, Sharma elaborated: "I represent the PMAA as their official spokes person in India. This year, amongst other things, there is a focus on greater depth connectivity with key organizations and brands since the PMAA call for entries opened up."

All Gold, Silver and Bronze PMAA Dragons will represent Asia at the MAA Globes. The MAA Globes is the only

global program which recognizes the distinguished excellence of the best in the Promotion Marketing Award Program from Europe, North America, South America, South Africa, Australia and Asia.