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Today's Newsletter

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PMAA invites senior jury members to 2012 panel; Ambika Sharma to continue as India director for the 4th consecutive year

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NEW DELHI: 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 between late

April and May. Each judge will have 10 or so campaigns and 2 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 Middle East, Australia and New Zealand.

For 13 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 recognises the 'Best of the Best' in the World. Last October in Rio de Janeiro, PMAA winners won 2 Globes, 3 Silvers and 3 Bronze Awards.

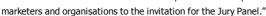
In a quick note, Mike Da Silva, director. Promotion Marketing Awards of Asia, 'The Dragons of Asia', said To all judges, "We know you will view some of the best marketing work in Asia." The PMAA 2012 jury team will be provided with information on how to score a campaign. All Judges will be given a set of write ups, at the time of the award announcement.



Mike Da Silva

Ambika sharma, managing director 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 5 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



With about 2 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

Pulp



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Ambika Sharma

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