



Home News On Record Campaigns People News Case Studies Corporate Briefs Events Guest Column Innovation Resources

Home >> News >> PMAA invites senior jury members to 2012 panel; Ambika Sharma to continue as

search... GO

Newsletter Subscription

Subscribe

Today's Newsletter

Newsletters/News Flash

Poll

Is the BEST bus advertising tender unrealistically priced?

- Yes
- No
- Can't say

Vote Results

Archive News

Archive

Menu

- [Add A Campaign](#)
- [Submit An Article](#)
- [Submit A Press Release](#)



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

te! & Share

Font Size + -

network2media Bureau
Monday, 19 March 2012 09:00 (IST)



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

Ambika sharma, managing director and CEO, 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 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 marketers and organisations to the invitation for the Jury Panel."

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 MAA Globes.

Comments

Show/Hide Comment form

Latest News

- DDBMudra Max tops metals tally; Noomi Mehta wins 'Lifetime Achievement Award'
- 'Kodak Moment For Indian OOH: Common Currency, Digitisation In Big Picture'
- DDBMudra Max creates high impact outdoor presence for TATA Housing's 'Amantra'

Our content p
South Afri
W
World Outdo

Contact: +91 11 48
+91 22 61
delhi@pioneerpub
PION
www.pioneer

U.S. Adve
16th Anni
Celebra
Extensive Pho

[Learn Digital](#)
IAMAI certified t
your career in e
www.digima

Slow Mac?

Make it >25%



- Mudra Max-OOH creates high impact outdoor presence for Hindustan Times Leadership Summit
- US Advertising builds prominent outdoor visibility for 'Airtel Money'
- PMAA invites senior jury members to 2012 panel; Ambika Sharma to continue as India director for the 4th consecutive year
- Guerrilla 'Night Life Package' delivers energetic exposure
- Central Rail offers bulk ad-rights at Guru Teg Bahadur Nagar and Chunabhatti station and ROB
- International: Gap campaign rethinks old-school bus station ads

Most Read News

- Mudra Max-OOH creates high impact visibility for the Hindustan Times Leadership Summit
- Milestone Brandcom builds exotic outdoor presence for Switzerland Tourism
- Adz Edge weaves intricate outdoor campaign for 'Titan RAGA Weaves'
- Mediascope Publicitas OOH creates larger-than-life impact for HDFC Bank in Dubai
- MOMS executes large scale outdoor campaign for Muthoot Fincorp

[Top](#)

[Campaigns](#) | [Corporate Briefs](#) | [Events](#) | [Jobs Zone](#) | [Case Studies](#) | [Poll](#)