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Asia Pacific Advertising & Marketing Congress 2010

Monday, 17 May 2010 15:55



HOT GOSSIP

by Bianca Zen



In Singapore, no blogger can create such a brand for him/herself like how Xiaxue did... To some, she may be a vulgar and crude lady. And to many, they still do not understand how and why she could be so famous.

Whether or not her actions are strategically intentional, what she did worked. Xiaxue's persistence to hold on to her opinions is her *branding*, her opinions are her form of *marketing*, using Adobe Photoshop to digitally enhance her images are her *marketing mix* and her blond hair is her *branding trademark*. And for now, tweeting is her form of *advertising*.

Because blogging in itself is self-branding.

Think about it:

Why are you are so concerned about how your blog looks?

Why are you counting the commission you make from your blog advertisers?

Why are you asking for your readers to click on your advertisements?

Why are you ensuring that you blog often enough so that your readers will not forget you?

Why do you use Adobe Photoshop to make your images more vibrant and yourself looking prettier?

The actions that you are doing above, dear bloggers, are called *Marketing*. When you ask your readers to click on your advertisements, it is called *Advertising*. The moolah that you made from your advertisers is called *Return of Investment*. Your vanity on how your blog looks like and how YOU look like on your blog is called *Branding*.

Advertising, branding and marketing are crucial and primary de facto activities for any product, company and/or person. A popular brand cannot sit on its laurels because from time to time, it carries a variety of different products it needs to market and highlight to consumers.

And each product is unique and different... no matter how similar they are. Take mascaras for an example - so

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Why are Yakuza's cool but Ah Bengs are not?

To dcollided: Hi Cherie! This article was for pure entertainment and I apologise if you are o...

Why are Yakuza's cool but Ah Bengs are not?

To arielstorm: This article was meant to be a fun piece! If I title the article as "Why are Y...

Why are Yakuza's cool but Ah Bengs are not?

Hi ladies, thanks for the comments. Sorry I was not able to reply sooner. Fashion events all ...

Why are Yakuza's cool but Ah Bengs are not?

To AbsoluteJunkie: Hi thanks for the comment. Well it was fun to find out so much about the...

Haute Couture: The Epitome of High Fashion

love the pictures!

Shout Outs!



similar and yet so different.

How, then, does a beauty brand market and position itself differently from its competitor?

Say... How does Maybelline set itself different from L'Oreal?

How does Maybelline Great Lash waterproof mascara differs from Maybelline XXL Volume + Length?

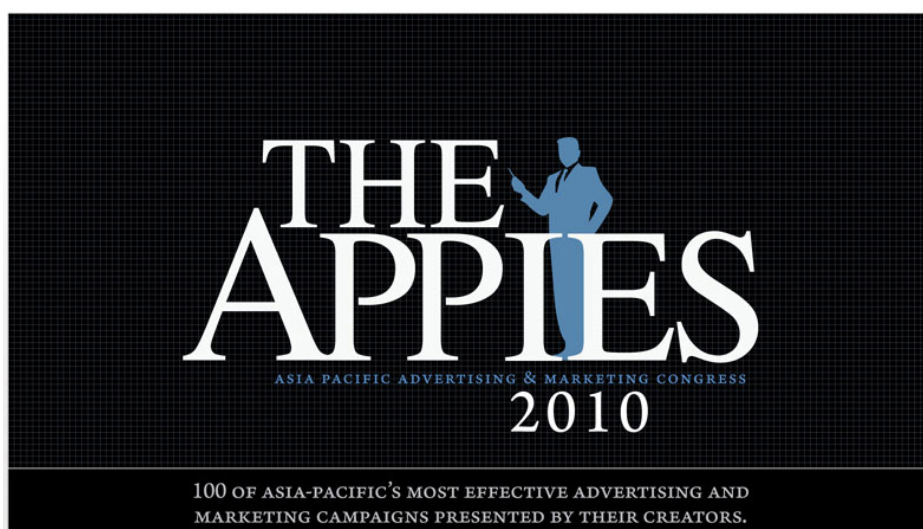
Is advertising in beauty magazine alone enough?

Is getting more beauty blogger ambassadors an important and quintessential strategic plan?

Fashion and beauty brand managers are not putting in their effort hard and creative enough.

Do not ignore advertising and marketing concepts happening all around you. Because in each advertisement and tv/YouTube commercial, you can learn a thing or two and adopt it into your blog/life/product/blogshop.

Observe.



The APPIES or 'THE PEOPLES OF THE ASIA PACIFIC', is a term that has been coined to capture the essence of this vibrant, annual celebration of regional creativity. The abbreviated term embraces the rich mosaic of Asia, the Pacific's cultures and its economic diversity.

The term APPIES is synonymous with the Asia Pacific Advertising & Marketing Congress; an annual exposition celebrating the planning of marketing campaigns, demonstrating their objectives, their implementation and measuring their effectiveness.

It also naturally carries over to the APPIES Awards, where the Advisory Council rates those marketing campaigns that have reached a Gold standard in planning, implementation, effectiveness and that have given a convincing presentation at the Congress.

THE ASIA PACIFIC ADVERTISING & MARKETING CONGRESS 2010 3rd & 4th June 2010, SIM Headquarters

100 Campaigns from 15 countries

For the first time in Asian marketing history 1,120 marketers and advertising professionals will showcase their skills by presenting 100 Marketing and Advertising campaigns to fellow professionals, across a two day event; exchanging ideas, spotting trends and sharing 'know how' about Asia Pacific's highly diverse markets.

The presented campaigns will be selected from 15 countries including India, China, Australia, Malaysia, Indonesia, Philippines, Hong Kong, New Zealand, Sri Lanka, Japan, Pakistan, Taiwan, Thailand, Korea and Singapore. Sixty highly regarded marketers and ad professionals make up the elite selection committee, ensuring that only the strongest campaigns are presented at the APPIES.

A meeting of marketers for marketers

Organised by the Institute of Advertising Singapore (IAS) this event signals a bold step in bringing the real market

place into the Congress. Live presenters immersed in actual marketing campaigns from 15 major markets across the Asia Pacific region, will be connecting and interacting with a diverse audience of marketers, strategic planners, brand owners, business planners, medium to large businesses, marketing communicators and entrepreneurs. A true meeting of marketers for marketers.

REAL • LIVE • INTERACTIVE Campaign Presentations from China • India
• Japan • Malaysia • Indonesia • Singapore • Australia • New Zealand •
Thailand • Hong Kong • Pakistan • Korea • Taiwan • Sri Lanka • Philippines

A tested format for major marketing insights

In this fast paced format, each presenter begins with a four minute video covering the main thrust of their campaign followed by a live exposition of the strategy's highlights in no more than six minutes. The ensuing 10 minute audience interaction section will see the presenter peppered with calls for more insights and explanations on his/her strategic campaign conclusions. The format was successfully tested last year by the Institute during a one day event with an audience of 350 and 36 campaign presentations. The lively and furious pace contributed to holding the attention of delegates, each of who gave stunning feedback, calling for more of the same in the future. The recall for the campaign presentations even overshadowed the two prestigious international speakers' brilliant topics.



Ms Goh Shu Fen, APPIES Chairman, said "As growth rates begin to taper off in the fast growing economics of Asia, the region will need more 'smart marketing' to allow companies to differentiate themselves from the rest of the pack."

How to qualify for submission to present a campaign

To qualify for presentation at the APPIES, ONLY campaigns that have reached Finalists status on any international or regional effective campaign award programme (that is recognised by IAS for its reputation and sound judging platform), will qualify. IAS will also select specific international, Asia Pacific based marketing organisations to submit campaigns directly. All campaigns will be vetted by the APPIES Academy of Judges.

The required campaign presentation format is as follows:

1. 4 minute creative reel substantiating overall coverage of the marketing campaign
2. 6 minute oral presentation for the presenter to convince both judges and audience of significant aspects of the campaign
3. 10 minute Q&A section where the Presenter may respond to audience questions

There will be two models of marketing campaign submission. The first model will be for country specific campaigns, the second will be for regional campaigns; these must cover a minimum of two countries within the Asia Pacific region. All campaigns will fall within one of six broad product categories. Entrants will decide which category they wish to enter, however the organisers reserve the right to re-designate the category, after viewing the video, if deemed necessary. No appeals will be considered.

Finally, the APPIES' Advisory Council will assess all showcased campaigns at the Congress and award the winning presenters with gold medals for achieving the gold standard for their campaign and its presentation.

Source: HOT GOSSIP by Institute of Advertising Singapore

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