



## APAC Effie Awards 2015 appoints Ross Jackson and Chris Thomas as Heads of Jury

Singapore (14 January 2015) – Asia Pacific Effie Awards, the region’s symbol of marketing effectiveness excellence, has named two heavy weights as the first 2 of 4 Heads of Jury for the 2015 Awards.

Ross Jackson is the Head of Cross-Border Business and Client Marketing for Asia Pacific, Central Europe, Middle East and Africa. He joined Visa in 2008, in the concurrent roles of Marketing Director for South East Asia and Product Innovation Marketing Director for Asia Pacific. He was appointed to lead Cross Border Business and Marketing Analytics AP before his current role. Prior to moving to Singapore, Mr. Jackson was Head of Cards (Issuing and Acquiring) for Westpac Bank, New Zealand.

His marketing and business career includes senior roles as Regional Director, BBDO in Asia Pacific, Managing Director of Colenso BBDO, Director of Clemenger BBDO New Zealand, Managing Director of Mattingly DY&R New Zealand, and Managing Partner of Euro RSCG Australia. He holds an MBA, a post graduate Diploma in Marketing and is a Fellow of both the NZ and Australian Institutes of Management.

“Having judged the Effies for a couple of times, I really appreciate the impressive standard of works produced in this region. I am honoured to be invited as a Head of Jury for APAC Effie this time round and do my part in championing effectiveness. From a client’s perspective, effectiveness is what matters to us,” Ross shared.

Chris Thomas is the Chairman & CEO of BBDO Asia, Middle East & Africa and Chairman of Proximity Worldwide. Chris entered the advertising business at Dorlands in 1984 and has since been leading the teams in the various agencies he was with, including Abbott Mead Vickers BBDO, Ammirati Puris Linas (APL) and Lowe Lintas, where he was the Managing Director.

Chris was subsequently appointed Chief Executive of Proximity London in 2003 and in 2006, as the Chairman & CEO of BBDO and Proximity in Asia. As an advocate and strong believer of marketing effectiveness, Chris’ leadership has also led him in bringing BBDO to be one of the usual names in Effies and notably achieved the APAC Effie 2014 Agency Network of the Year Award.

Chris said of this appointment, “I am delighted to be a jury head for APAC Effies 2015. As an industry it is critical we continuously demonstrate the effectiveness and value of what we do. The Effies play an important part in doing just that.”

Commenting on the appointments, Awards Chairman Jarek Ziebinski said, “The Heads of Jury play an important role as guardians of marketing effectiveness in our region via their work for Asia Pacific Effies. I’m excited to have such highly-respected colleagues join me on the Judging Committee and look forward to stimulating exchanges with them on the best campaigns from this part of the world during the judging process.”

The Judging Committee will be joined by 2 more Heads of Jury which will be announced next week.

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### **About APAC Effie Awards**

Organised by the Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group, APAC Effie Awards honours the region's most outstanding marketing communication works that have proven results in meeting strategic objectives. APAC Effie aims to champion practices of marketing effectiveness excellence in the Asia Pacific region, and provides the growing industry with a regional platform where the best campaigns are celebrated.

Introduced by the New York American Marketing Association in 1968, the Effie Awards have since been recognised by advertisers and agencies as the pre-eminent award in the advertising industry and global standard of marketing effectiveness excellence. Today, Effie celebrates effectiveness worldwide with the Global Effie, the APAC Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs.

### **About The Confederation of Asian Advertising Agency Associations (CAAAA)**

CAAAA is a non-profit organisation established by advertising agency associations in Asia whose key mission is to further the business interest of advertising companies/agencies in the region. CAAAA works in close collaboration with stakeholders in the marketing communications industry across the region, including North, South and Southeast Asia, to support uniform professional standards and norms, and to enhance the profile and stature of the industry.

### **About Tenasia Group**

Tenasia Group specialises in staging professional and influential industry events that inspire. Building on their expertise in delivering high-quality industry events, award shows and conferences, Tenasia's portfolio of businesses aims to provide a platform for the exchange of ideas and knowledge, shaping business opportunities in the region and celebrating achievements in specific fields.

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