

MARKETING



MOB-EX AWARDS 2018

CELEBRATING EXCELLENCE IN MOBILE MARKETING

9 FEB 2018

SINGAPORE



JUDGING SUMMARY

We humbly invite you to join the expert jury for the premier celebration of mobile marketing excellence

-  No one else is more suited to appraise and critique the works of these mobile marketers than you, experienced fellow marketers and experts who have been in the marketing business long enough to know what works and what doesn't.
-  Lend your experience and industry knowledge to a programme that rewards the best mobile marketing activities, campaigns and ideas in Southeast Asia, and be a part of the committee that sets the standard for defining mobile marketing excellence in the region.



Key Event Details

Awards Gala Dinner : Friday, 9 February 2018
Venue : InterContinental Singapore



About the Awards

-  The Mob-Ex Awards is the main event celebrating mobile excellence across the South Asia, Southeast Asia and ANZ regions.
-  Now in its sixth edition, the awards focuses on various campaigns and features related to mobile marketing programmes; rewarding organisations that have pushed their limits towards measurable success via the mobile platform, through sound and innovative mobile marketing strategies.
-  The awards ceremony and gala dinner will take place on **9 February 2018** at **InterContinental Singapore**.
-  Entrants will be judged across **30 categories** covering a breadth of mobile marketing techniques and strategies (Note: you will not be required to judge all 30 categories).
-  The best performing brand and agency will be crowned as **Best in Show – Brand** and **Best in Show – Agency / Solution Provider** respectively. Check out the categories in 2018 on the next page.



Awards Categories

- Best App – Consumer Brand
- Best App – Creativity
- Best App – Community Service
- Best App – Games / Entertainment
- Best App - Government
- Best App - Media Owner
- Best App – Utility
- Best Solution - mCommerce
- Best Solution - Mobile Advertising
- Best Solution - Mobile Site
- Best Campaign - Brand Awareness
- Best Campaign - CRM, Loyalty and Engagement
- Best Campaign – Direct Response
- Best Campaign - In-App Advertising
- Best Campaign - Incentives and Rewards
- Best Campaign - Informative Use of Mobile
- Best Campaign - Innovation

- Best Campaign - Integration of Mobile
- Best Campaign - Location-Based Marketing
- Best Campaign - Mobile for an Event
- Best Campaign - Mobile Launch/ Re-launch
- Best Campaign - Original Content
- Best Campaign - Research and Insights
- Best Campaign - Social Platform
- Best Campaign - Tablets
- Best Campaign - Use of Multiple Mobile Channels
- Best Campaign – User Experience
- Best Campaign - Video/Rich Media
- Best Campaign -Viral Marketing
- Best Team - In-House
- Best Team - Solution Provider
- Best in Show – Brand**
- Best in Show – Agency/ Solution Provider**



Who Judged in 2017?



Alan Tan
Head of digital marketing
Allianz Malaysia



Christopher Chew
Head of brand, sponsorships,
digital and channels marketing,
Asia Pacific
ANZ Banking Group



Arun Kumar
Head of digital marketing
Carousell



Clarence Lin
Head of digital & VP, group
strategic marketing &
communications
DBS Bank Singapore



Ann Khoo
Head of digital marketing
Hermo Creative Malaysia



Bertrand Mesplede
Director of digital marketing
APAC
Jones Lang LaSalle
Property Consultants



James Pong
Head of digital & social
Maxis Communications



Josephine Tan
Director, global digital media
McDonald's



Cedric Dias
Head, digital marketing and
social media –group consumer
financial services
OCBC Bank



Sarah Boey
Digital director
OMD Malaysia



Alec Goins
Digital marketing and
eCommerce director
– Asia Pacific
PANDORA



Elaine Chum
Head of digital, BCD
ASEAN Pacific
Philips ASEAN Pacific



Karen Chan
Chief digital officer
Pizza Hut Asia Pacific



Puri Purwaningsih
Head of digital marketing
PT. Lion Wings



Venkat Raghavan
Director – digital strategy
& performance marketing,
Asia Pacific & Japan
SAP



Cherry Koay
Director of digital
marketing, Southeast Asia and
Oceania Hub
Shangri-La International
Hotel Management



Norliza Kassim
Head of digital engagement
& content, global digital
marketing
Standard Chartered Bank



Rod Strother
Vice president, digital
transformation
StarHub



Dominic Wong
Group director, digital
marketing
Sunway International Hotels
& Resort

WHY BE A JUDGE?

We understand that time is valuable, but we believe that associating yourself and your organisation with the Mob-Ex Awards will yield tangible (and intangible) benefits:

INDUSTRY KNOWLEDGE

Judging the work of entrants from across South Asia, Southeast Asia and ANZ will give you exclusive and unparalleled access to the mobile industry's most creative work, key accounts, and future business plans.

BE A THOUGHT LEADER

You and your brand will be associated with a reputable awards that celebrates mobile marketing excellence among client-side marketers. This will leave a lasting, positive impression and add credence to you and your brand.

EXPOSURE

Be featured with the panel on our webpage and the awards booklet. You will also be mentioned in any other featured content across the Marketing magazine.

OUR GUEST

Be our guest, along with your fellow judges, at the Mob-Ex Awards Gala Dinner on **9 February 2018**.



JUDGING PROCESS

-  Judging is done completely online during the judging period.
-  You can view the entries via a unique and secured HTML link which will be emailed to you before the judging period begins. You will input your scores on a form which you can return via email at anytime before the judging deadline.
-  To ensure flexibility, judging can be done at your own pace **anytime, anywhere** as long as it is within the judging timeframe.
-  There will be between 20 to 25 judges expected to take part in the panel.
-  You will have 9 days, to go through an estimated 50 to 60 entries, amounting to approximately 10 hours in total.



JUDGING TIMELINE

TIMING

 Entries Open	: 16 October 2017
 Entries close	: 8 December 2017
 Judging commences	: 13 December 2017
 Judging concludes	: 22 December 2017
 Awards ceremony	: 9 February 2018



Thank You!

Thank you once again for considering this request to assist us in celebrating mobile marketing excellence, by sharing your wisdom and imparting your experience by being a part of the judging panel.

Kindly confirm your involvement with

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For more information on the awards, please visit:

<http://www.marketing-interactive.com/mob-ex-awards/sg/>

