



Canon Australia wins Gold and Silver at the Asia Pacific Digital Media Awards

World of EOS and EOS Photochains capture winning votes from judges

SYDNEY: 29 November, 2010 – Canon Australia collected two Gold Awards and one Silver Award for its World of EOS and EOS Photochains campaigns at the Asia Pacific Digital Media Awards, held in Beijing on 16 November. The Asia Pacific Digital Media Awards is the largest digital media event for the Asia Pacific region, and honours the best in creative, innovative and – above all – effective campaigns in the digital marketing industry. Canon Australia won Gold in the 'Best Technology and Telecoms' and 'Best Use of Social Media' categories for World of EOS and EOS Photochains campaigns, respectively. The Silver Award for 'Best Integrated' campaign was also claimed by Canon for EOS Photochains. Darren Ryan, General Manager Consumer Marketing, Canon Australia said, "This is a great achievement for Canon to be recognised for the work we have done to engage consumers with the EOS online. The beauty of the World of EOS is that it creates an open space for people to learn, to share their creativity and to express their passion for digital imaging in a way that inspires others." The World of EOS is an online portal with a growing community of more than 43,737 members that encourages photographers to celebrate and exhibit their work through creative photography challenges such as EOS Photochains, EOS Photo5 and EOS 1wall. In just over a year, a total of 77,317 images have been uploaded to the site. "We believe that the strong relationships we form with consumers through platforms like the World of EOS help us maintain our overwhelming leadership position¹ in the DSLR category," continued Ryan. This year's awards placed a greater emphasis on the role of social media platforms as an integral part of a growing number of communications strategies. The introduction of the 'Best Use of Social Media' category, and the Best in Class examples it showcases — particularly the Gold winner from Canon — are sure to set the stage for a better use of social media in the future. The Asia Pacific Digital Media Awards saw a record number of entries of 644 from 12 countries, an almost 50 per cent increase since 2009. ¹ 56% value share September Year to Date. Source: GfK Retail and Technology Australia, Digital Still Cameras - SLR Retail Sales Value, Jan to Sept 2010 (excludes internet sales and online channels)