

Finalists announced for the 2017 ADMA AC&E Awards

Sydney, 21 September 2017 – Following weeks of intense judging by 155 of the country's top marketing, media and advertising gurus, ADMA is pleased to announce the finalists for the 2017 Australian Creativity and Effectiveness (AC&E) Awards. The list of finalists can be found here <http://bit.ly/ACEAwardsFinalists>. The winners will be announced at the annual AC&E Awards Gala Dinner at Big Top Sydney Luna Park on Thursday 26 October. Tickets can be purchased here: www.acandearwards.com.

"The AC&E Awards are the only industry awards to reward campaigns that demonstrated creativity and effectiveness in equal proportion. The judges were uniformly impressed with the quality of campaigns that met the joint creativity and effectiveness criteria" said ADMA CEO Jodie Sangster. "To be a finalist in the AC&E Awards is an incredible achievement. It means that, in keeping with the marketing requirements of today, campaigns are engaging and deliver exceptional results" she said.

The judging was even more rigorous this year with the increased focus of the AC&E Audit Committee. The Committee, chaired by Luke Brown, CEO Affinity, rigorously reviewed all entries, requesting additional evidence for unsubstantiated claims and disqualifying those that were not able to prove their stated results. Collectively the Audit Committee spent over 190 hours reviewing the submissions. "The Audit Committee makes the AC&E Awards the most rigorous Awards in the country," added Sangster.

"The Awards are strongly supported in Australia and gaining momentum each year," said Sangster. "I'm particularly delighted with the quality and volume of entries for the Young Marketer of the Year and Young Creative of the Year.

Jennifer Vandekreeke, Vice President Australia, Carnival Cruise Lines, Grand Chair of this year's AC&E Awards judging said, "We were impressed by those projects that displayed brilliant thinking behind integrated, digitally-led work and delivered measurable business outcomes. The judging process was hard work, and we look forward to seeing all the finalists on 26 October and crowning the winners."

About the AC&E Awards

Established in 2014, by ADMA, Australia's peak marketing body, the AC&E Awards recognise and celebrate the best marketing, advertising and media campaigns of the year that demonstrate both creativity and effectiveness in equal measure. Judging also includes accolades for the hotly-contested Young Marketer of the Year and Young Creative of the Year. For more information, visit www.acandearwards.com.

About ADMA

The Association for Data-driven Marketing and Advertising (ADMA) is the principal industry body for information-based marketing, media and advertising as well as the largest marketing and advertising association in Australia. ADMA has over 600 corporate members including major financial institutions, telecommunications companies, energy providers, leading media companies, travel service companies, airlines, major charities, statutory corporations, educational institutions and specialist suppliers to the industry, including advertising agencies, software and internet companies.

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