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FOR IMMEDIATE RELEASE

**October 18, 2010 – The Four Seasons Hotel,
Washington DC. USA**

The Bicycle Factory Promotion from The Hive Canada is the Winner of the GLOBE award for the Best of the Best in the World in the 25th MAA Worldwide GLOBES Recognition Program.



The Bicycle Factory Promotion for Cadbury Canada, via their Agency, The Hive, more than delivered on the Company’s passion for wanting to have a little more joy in the world, with their customers ‘building 5,000 bicycles in a virtual factory’ via product purchases, for the people of Ghana.

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48 GLOBES, Silver and Bronze Awards, as well as Orders of Merit Certificates, in 16 Entry Categories, were announced at the 25th Annual MAA GLOBES Award Ceremony at The Four Seasons Hotel, Washington DC, USA tonight.



Kieran Killeen, President of MAA Worldwide, paid tribute to the high quality of entries received for this year's program: *"What a great year for the GLOBES Awards – despite the economic conditions the awards attracted more entries than ever before. Australia, Asia, South America, North America and Europe were all well represented in a global array of high quality programs. With pressure on clients and their respective agencies to deliver results, it is testament to our industry that more and more Companies recognize the influence that effective brand activities have on their business"*.

"The GLOBES Recognition Program continues to grow in the quality, creativity and indeed numbers of executions submitted, despite the ongoing of the global economic situation, still present in many Countries. This year the number of integrated Campaigns utilizing multiple techniques, including social media, increased markedly, continuing the popularity of digital techniques. We also saw our first entries from Pakistan and Vietnam with Vietnamese winners"... Mike Da Silva. VP Marketing. MAA GLOBES. Sydney, Australia.

The MAA GLOBES recognizes the very Best of the Best in Promotion Marketing Award Programs executed in 26 Countries with our partners: CAMPRO from Argentina, the APMA Stars from Australia & New Zealand, AMPRO from Brazil, CAPMA PROMO Awards from Canada, the JPM Awards from Japan, the PMAA Dragons of Asia, the Silver Mercury's from Russia, the ISP Awards from the UK and the PMA REGGIES Awards from the USA. Country entries were also received from Israel and Ireland.

140 judges from 23 Countries, representing Agencies, Clients, Academia, Media and Industry Associations carried out the 2010 Judging process between July and September.

Here are the results of their work:

THE GLOBES WINNERS FOR 2010

THE BEST OF THE BEST IN THE WORLD.



The Hive Canada for “The Bicycle Factory” for Cadbury Canada.

For decades, Confectionary companies have been offering consumers cash, cars and trips to incentivise & reward product sales. Many of these Promotions do little to differentiate a company or increase consumer loyalty.

Cadbury, via their Agency, The Hive, in Canada, decided to change all of that by sharing their passion for wanting to have a little more joy in the world, with their customers, via a unique Promotion called, The Bicycle Factory.

Customers who bought any Cadbury product during the Promotion, generated points, which were actually parts of bicycles, ‘manufactured in a virtual factory’. Completely built bicycles were then sent to the people of Ghana to get children to schools, water to thirsty villages, medicine to those in need and goods to market.

The target to ‘build’ and send 5,000 bicycles was exceeded in the most successful Promotion ever run by Cadbury Canada. Additional Bicycles were even provided by Cadbury Key Accounts.

The concept is being repeated and expanded to other countries in the Cadbury family.

CATEGORY WINNERS.

Best Integrated Communications Campaign

GLOBE. OgilvyAction Shanghai China for “Red Flag”

Silver. Creative Activation (CSM) Australia for “Carlton Draught – Drop the Bomb”

Bronze. Marketing Network Ireland for “7Up Natural Wonders”

Order of Merit. Apollo Marketing Australia for “The VB Pop-Up-Pub”

Order of Merit. Catapult Action-Biased Marketing USA for “PEDIGREE® Super Bowl: Crazy Pet Owners”

Order of Merit. Hakuhodo Products Inc Japan for “The first in Japan. Six company collaboration! "ICONIQ" Debut promotion”

Order of Merit. Initials Marketing Ltd United Kingdom for “Doritos iD3”



Best Sponsorship or Tie-in Campaign

GLOBE. MacLaren Momentum Canada for “Kraft Hockeyville”

Silver. Action! Russia for “One More Voice! One More Goal!”

Bronze. OgilvyAction Japan K.K. for “Castrol World Cup Campaign”

Order of Merit. Inventa Sales and Promotions Canada for “Coca-Cola Olympic Torch Relay”

Order of Merit. Momentum New Zealand for “Weet-Bix Power Plays”

Order of Merit. Marketing Network Ireland for “7UP Natural Wonders”

Order of Merit. Mudramax India for “The Film God Speaks on India’s Biggest Religion”

Best Use of Direct Marketing & CRM in a Promotion Campaign

GLOBE. Whybin\TBWA\Tequila Australia for “Take the Wheel”

Silver. R&I Group, Russia for “Knocking on Heaven’s Door”

Bronze. Solutions Digitas India for “HP ‘Original Beats’”

Order of Merit. Kaleidoscope Marketing Communications Australia for “Europe. Almost as Beautiful as the Journey”

Order of Merit. The Marketing Store Australia for “Smirnoff 30 Days”

Order of Merit. Casanova Full thinking Brazil for “ClubeMob”

Order of Merit. Jagran Solutions India for “Internet Explorer 8 Explore Your Way”

Best Innovative Idea or Concept

GLOBE. Target Market Group Israel for “Cremissimo – All the Way to Your Home!”

Silver. BMF Advertising Australia for “Tooheys Extra Dry – 6 Beers of Separation”

Bronze. OgilvyAction Canada for “Robin Hood Bake Batter & Roll Bakeshop”

Order of Merit. BBDO New York / Proximity Canada for “Gillette Body Shaving

Order of Merit. G2 Kuala Lumpur Malaysia for “Shell FuelSave - Search for the 1 Litre Champion”

Order of Merit. Action! Russia for “Grannies”

Order of Merit. Ogilvy & Mather Advertising Taiwan for “Waterman, Teens Want to Shout Out Your Brand”

Order of Merit. TRIS3CT USA for “Love your Team. Grow the Ivy.”

Best Digital Communications Campaign



GLOBE. Catapult Action-Biased Marketing USA for “PEDIGREE® Super Bowl: Crazy Pet Owners”

Silver. BBDO / Proximity Canada for “Doritos White Bag”

Bronze. Initials Marketing Ltd United Kingdom for “Doritos iD3 ”

Order of Merit. The Hive Canada for “The Bicycle Factory”

Order of Merit. CNN USA for “CNN.com- Facebook Inauguration Collaboration”

Order of Merit. DENTSU TEC Japan for “Paper Traps”

Best Brand-Building Campaign

GLOBE. Chemistry Communications Group United Kingdom for “Triple Velvet Tree Detective”

Silver. OgilvyAction Canada for “Robin Hood Bake Batter & Roll Bakeshop”

Bronze. beacon communications k.k. Japan for “Street Sweeper”

Order of Merit. OgilvyAction Canada for “Maxwell House Brew Some Good Week”

Order of Merit. JPMH United Kingdom for “Blister Plasters. And club nights?”

Order of Merit. Target Market Group Israel for “Magnum Pop-Up Premium Experience”

Order of Merit. G2 KL Malaysia for “Stand Out with Tiger Beer”

Best Business-to-Business Campaign

GLOBE. R&I Group Russia for “Knocking on Heaven’s Door”

Silver. Momentum – NY USA for “American Express open - Openforum.com”

Bronze. DDB United Kingdom for “A Complete Spotter’s Guide to the World’s Most Elusive Breeds”

Order of Merit. Creative Activation (CSM) Australia for “Pepperjack Battle of the Steaks”

Order of Merit. Momentum Worldwide USA for “Critical Mass: Microsoft Advertising Brand Launch Campaign”

Order of Merit. BLUE Interactive Marketing Singapore for “Motorola Long Term Evolution RM Program”

Best Trade Marketing, Retail Specific or Channel Specific Campaign

GLOBE. Lunchbox, LP USA for “Walmart Soundcheck”



Silver. Mudramax India for “Mumbai Smiles for a World Record”

Bronze. Creative Activation (CSM) Australia for “Carlton Dry Fusion Lemon - Facebook”

Order of Merit. Target Market Group Israel for “Telma Cereals Personal Box only at Shufersal”

Order of Merit. 6degrees Integrated Communications Inc Canada for “Lady Speed Stick and Melrose Place”

Order of Merit. beacon communications k.k. Japan for “NIKEiD Generator Fukuoka Opening”

Order of Merit. GREY Seoul Korea for “Green Mileage”

Best Event or Experiential Marketing Campaign

GLOBE. JPMH United Kingdom for “Blister Plasters. And club nights?”

Silver. Bates 141 Vietnam for “A Vietnam first: 2010 Heineken Countdown Party”

Bronze. RAPP Moscow Russia for “Interactive Gallery “FIVE””

Order of Merit. Leo Burnett Australia for “Vote Earth”

Order of Merit. EMG Russia for “Milka Alpine tour in Russia”

Order of Merit. Celsius Creative Communications Indonesia for “Mizone – Get Into the Moment”

Order of Merit. NewStyle Brazil for “Smirnoff Experience”

Best Activity Generating Short or Long Term Brand Loyalty

GLOBE. 6degrees Integrated Communications (BOOM! Marketing) Canada for “2009 Earth Month Campaign”

Silver. Carlson Marketing United Kingdom for “Coke Zone 2009”

Bronze. Mix Brand Experience Brazil for “Programa Surpreenda MasterCard”

Order of Merit. Chemistry Communications Group United Kingdom for “Plenty Launch”

Order of Merit. Pacific Highway Marketing Communications Australia for “Relief in the Isles Pharmacy Challenge”

Order of Merit. Accentiv' India for “Indian Oil Xtra Power Programme”

Order of Merit. IC Group Canada for “Huggies Enjoy The Ride Rewards”

Best Use of the Internet, Viral or Social Marketing in a Promotion Marketing Campaign

GLOBE. Wunderman Australia for “TenGrandisBuriedHere.com”

Silver. TBWA Singapore for “The 12th Man”



Bronze. ASATSU- DK INC Japan for “SUBARU My mixi GP”
Order of Merit. Agência Mood Brazil for “Devassa Bem Loura Launch Campaign”
Order of Merit. eightytwenty/interactive Ireland for “Meteor Apprentice”
Order of Merit. UNIONLIX Russia for “Red Energy – My freedom territory”
Order of Merit. McCann Worldgroup Malaysia for “Cadbury Bytes Sweet Fighter”

Best Dealer of Sales Force Activity

GLOBE. the audience motivation company asia Singapore for “Playing To Win, Nokia Sales Summit 2009”
Silver. Launch Creative Marketing USA for “Swiss Auction”
Bronze. R&I Group Russia for “Martini Barmen School by Calabrese”

Best Brand Awareness & Trial Campaign

GLOBE. DENTSU Inc. Japan for “Lure the “OTAKU” ! ”
Silver. Billington Cartmell United Kingdom for “Ribena Out For Lunch Promotion”
Bronze. Chemistry Communications Group United Kingdom for “Triple Velvet Tree Detective”
Order of Merit. JWT Mumbai India for “Kellogg’s Special K - Be Special”
Order of Merit. Target Market Group Israel for “Cremissimo – All the Way to Your Home! ”
Order of Merit. Grey Hong Kong for “Pringles – Get To The Crunch”
Order of Merit. Ark Connect Russia for “TENA Lady “We don’t talk about it, we share it””

Best Activity Generating Brand Volume

GLOBE. Mudramax India for “7-UP : The Lemon Army”
Silver. BBDO / Proximity Canada for “Doritos White Bag”
Bronze. Little & King Company, LLC USA for “Hasbro Littlest Pet Shop My Collector Journal”
Order of Merit. Marcativa Comunicação Estratégica Ltda Brazil for “Skol Folia Carnival Salvador 2009”
Order of Merit. Samurai Brazil for “Sempre Livre Especial – “Close to You””
Order of Merit. Hotcow United Kingdom for “Honey Waffles Factory”
Order of Merit. Ogilvy & Mather Advertising Taiwan for “A Star Is Born”

Best Cause or Charity Marketing Campaign

GLOBE. The Hive Canada for “The Bicycle Factory”
Silver. Apollo Marketing Australia for “VB Raise-A-Glass Appeal”



Bronze. JWT India for “Street to School”

Order of Merit. Leo Burnett Australia for “Vote Earth”

Order of Merit. Casanova Fullthinking *Brazil* for “Dry Law”

Order of Merit. R&I Group Russia for “Little Orphan Tiger”

Order of Merit. Bulls Eye Communication Pakistan for “Healthy Hoga Pakistan”

Best Small Budget Campaign

GLOBE. iris Singapore for “adiZero Gram Challenge”

Silver. Biruta Mídias Mirabolantes Brazil for “Movimento dos Sem Namorados”

Bronze. WPP Marketing Communications Vietnam – JWT for “Anti H1N1”

Order of Merit. Mudramax India for “Aircel-History In The Making”

Order of Merit. 30thirty Australia for “Schick Jill’s Mowing”

Order of Merit. Creative Activation (CSM) Australia for “Carlton Dry Fusion Lemon - Facebook”

Order of Merit. *The Underdog Club, Canada* for “The Underdog Club”

For more information, go to: www.maaw.org

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