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## APAC Effie Awards Appoints BBDO's Tze Kiat Tan as 2024 Awards Chairperson

SINGAPORE (18 December, 2023) – Effie Asia Pacific is pleased to announce Tze Kiat Tan, CEO of BBDO Asia, as the 2024 Awards Chairperson.

Tze Kiat's unwavering drive and infectious passion has led her to achieve remarkable success in various leadership roles over nearly two decades with BBDO. As CEO of BBDO Greater China, she doubled the agency's revenue and earned over 200 local and international awards for exceptional client work. She also serves on the BBDO Global Board of Directors as its first Asian member. Since stepping up as the CEO of BBDO Asia in 2022, Tze Kiat has continued to champion innovation and creative excellence, firmly believing that "in the absence of great work, nothing else matters."

Testament to Tze Kiat's visionary influence is her appointment to the Iridium Jury for the 2023 Global Best of the Best Effie Awards. As the co-chairperson, she led the jury in selecting the most effective case of the year worldwide.

Tze Kiat also served on the Cannes Lions Creative Business Transformation Jury in 2023 and leads Cannes China Creative Allianz as President, uniting agencies to elevate Chinese creativity. Tze Kiat's other notable accolades include Greater China Agency Head of the Year (2019), and APAC CEO of the Year for Women Leading Change (2020).

On her appointment, Tze Kiat said, "I am both excited and deeply honored to embrace the role of Chairperson for the APAC Effie Awards 2024. The Effie Awards stand as a testament to ingenuity and effectiveness in our industry, spotlighting campaigns that not only achieve success but also inspire and challenge us. Looking towards the upcoming year, I am eagerly anticipating the innovative and compelling work that will emerge, showcasing the extraordinary talent and strategic brilliance present across Asia."

The APAC Effie Awards are globally recognised as the gold standard for marketing effectiveness by agencies and clients alike. In its eleventh edition, the APAC Effie Awards continues to lead, inspire, and champion marketing effectiveness by honouring worthy campaigns from across the region. Entry applications for the 2024 APAC Effie Awards will commence on 3 January 2024.

To download all entry materials, visit [www.apaceffie.com](http://www.apaceffie.com).