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## APAC Effie Appoints 2015 Awards Chairman

*Singapore (September 8, 2014)* – APAC Effie, the global symbol of marketing effectiveness excellence for the Asia Pacific region, announces Jarek Ziebinski, Chairman and CEO of Leo Burnett Asia Pacific, as the Awards Chairman for the 2015 Awards.

An advocate of effectiveness excellence, Jarek's connection with Effies dated back more than a decade ago, when he founded and headed the Polish Effie Awards as a President. He subsequently served as a judge for the Euro Effie Awards, amongst numerous other effectiveness awards in the region.

Jarek has 28 years of experience in the advertising and marketing industry, 18 of which, has been at Leo Burnett. He was the Chairman and CEO of Leo Burnett Central and Eastern Europe (CEE) for close to a decade before relocating to Singapore in 2009 to take up the helm as the President for the agency-network in the Asia Pacific region. In 2014, he was promoted to Chairman and CEO for Leo Burnett Asia Pacific including Greater China region. He oversees Leo Burnett offices and affiliates across 22 cities, with over 2,000 employees. His leadership and vision is evident in the impressive growth rate of Leo Burnett Asia Pacific, which has been one of the most awarded agency-network in the region for four years in a row. Jarek is also a member of the Leo Burnett Worldwide Global Executive Leadership Team.

"It is an honour to be invited by APAC Effie to lead the 2015 Awards as Awards Chairman. Effie is recognised throughout the industry as the standard of marketing effectiveness excellence and one competition that truly has a global reach," said Jarek. He further added, "Marketing effectiveness is a subject close to my heart since I joined the business 28 years ago. It represents the core reason for the existence of our industry. It is my privilege to have the opportunity to do my part in helping Effie Awards to drive marketing effectiveness excellence here in Asia Pacific, one of the most dynamic regions in the world."

On this appointment, Anthony Kang, Chairman of APAC Effie Committee, commented, "We are delighted to have found Jarek for this role. His wealth of experience and remarkable spirit in championing effectiveness amongst others, will introduce valuable perspectives and are no doubt the best assets for APAC Effie. Jarek is a commendable leader and is undeniably well-suited for the role."

Following a successful first year, APAC Effie Awards returns in 2015, continuing to honour and celebrate the region's most outstanding marketing communication works that have proven results in meeting strategic objectives. Call for Entry will begin in the coming weeks.

For more updates and information, please visit [www.apaceffie.com](http://www.apaceffie.com).

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#### About APAC Effie Awards

Organised by the Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group, APAC Effie Awards honours the region's most outstanding marketing communication works that have proven results in meeting strategic objectives. APAC Effie aims to champion practices of marketing effectiveness excellence in the Asia Pacific region, and provides the growing industry with a regional platform where the best campaigns are celebrated.

Introduced by the New York American Marketing Association in 1968, the Effie Awards have since been recognised by advertisers and agencies as the pre-eminent award in the advertising industry and global standard of marketing effectiveness excellence. Today, Effie celebrates effectiveness worldwide with the Global Effie, the APAC Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs.

#### About The Confederation of Asian Advertising Agency Associations (CAAAA)

CAAAA is a non-profit organisation established by advertising agency associations in Asia whose key mission is to further the business interest of advertising companies/agencies in the region. CAAA works in close collaboration with stakeholders in the marketing communications industry across the region, including North, South and Southeast Asia, to support uniform professional standards and norms, and to enhance the profile and stature of the industry.

#### About Tenasia Group

Tenasia Group specialises in staging professional and influential industry events that inspire. Building on their expertise in delivering high-quality industry events, award shows and conferences, Tenasia's portfolio of businesses aims to provide a platform for the exchange of ideas and knowledge, shaping business opportunities in the region and celebrating achievements in specific fields.

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About Effie Worldwide Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.