



Oct 12, 2015 APAC

## APAC Effie Awards 2016 Names Awards Chairman

Singapore (12 October 2015) – Asia Pacific Effie Awards has named Cheuk Chiang, the CEO of Asia Pacific for Omnicom Media Group, as the 2016 Awards Chairman.

Cheuk oversees the global media and communications network in Asia Pacific, with brands like OMD, PHD and M2M that have been built on strong cultures of creativity and innovation. In the APAC region, Omnicom Media Group has over 4,000 staff in 47 offices across 18 markets.

Cheuk's career to date spans across account management, strategy planning, and agency management roles in creative, direct marketing, digital, and media agencies. He has worked with a number of high profile brands including Coca-Cola, Heineken, Heinz, Hennessy, HP, Holden, HTC, Kraft, Mars, Myer, Motorola, Nestle, Nikon, Tiger Beer, and Unilever over the past 23 years.

Prior to joining Omnicom Media Group, Cheuk had a long and successful spell as the Managing Director of CumminsNitro in Australia, and was recognized as one of the top executives in the region. He joined PHD as CEO for Asia Pacific in 2008, and has led the agency in achieving numerous milestones and highly coveted awards year after year. Cheuk was subsequently appointed as CEO, Asia Pacific for Omnicom Media Group in 2013. Under his leadership and vision, OMD and PHD continue to grow progressively and have since become the most awarded media agencies and networks across the region.

"It is an honor to be invited to chair the APAC Effie Awards this year. Having been involved in the APAC Effie, I am very impressed with the efforts Effie has in place to uphold and celebrate high standards in marketing effectiveness. APAC Effie is indeed the gold standard when it comes to recognizing and rewarding marketing effectiveness in the region. Effectiveness is arguably the most important factor when it comes to judging the success of a campaign and something we always strive to achieve," said Chiang. He added, "I am excited to work with my peers in the industry to continue driving marketing effectiveness in the Asia Pacific region."

Speaking on the appointment, Jarek Ziebinski, Chairman of the APAC Effie Committee, commented, "We are pleased to have Cheuk Chiang on board as the Chairman for the upcoming awards. Cheuk's credentials and expertise in the field will be invaluable to APAC Effie in championing the most effective works in the region."

APAC Effie 2016, the third edition of the Awards, continues to celebrate the most effective marketing communications efforts in Asia Pacific. Call for Entry will begin in the coming weeks.

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

---

## About APAC Effie Awards

Organized by the Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group, APAC Effie Awards honors 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 recognized 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 organization 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 specializes 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.

## Media Contact: Tenasia Group Pte Ltd

**Shanice Soh**, Marcom Manager  
T: +65-6338-7739 / M: +65 9431 3487  
E: [shanice@tenasia.com.sg](mailto:shanice@tenasia.com.sg)

**Chua Bee Hong**, Executive Director  
T: +65 6338 7739 / M: +65 9271 0900  
E: [beehong@tenasia.com.sg](mailto:beehong@tenasia.com.sg)