



## **Ogilvy Sydney awarded second silver for effectiveness**

**Sydney, March 30, 2010:** Ogilvy & Mather Sydney has won a silver award for its communication campaign to help Panadol achieve outstanding long-term business results at the 2010 Asian Marketing Effectiveness Awards (AMEs).

Held as part of the Asian Marketing Festival in Shanghai, the AMEs are considered to be one of the most coveted effectiveness awards across all of Asia and Asia-Pacific.

Ogilvy & Mather Sydney's Managing Director, Mike Daniels, said the campaign started as a bold shift in strategy for a market leader brand that was under threat.

"Ever since the campaign launch eight years ago, Panadol's success has led to a decline in generic/own label in the category. Yet throughout the world and in most categories, generic/own label products are stealing market share against brands. This is based purely on price," said Daniels.

"Our work has helped Panadol remain a trusted brand despite the existence of cheaper alternatives. It's a great testament to the business power of advertising," he added.

This is Ogilvy Sydney's second silver award for advertising effectiveness in the last six months. At last year's Australian Effie awards, Ogilvy collected a silver for Nestea.

Ogilvy & Mather Sydney is part of STW Group, Australia's leading marketing content and communications services group.

Ends.

### **For more information contact:**

**Rebecca Tilly**  
**STW Group**  
**Ph: 0410 501 043**