

Hong Kong, 17th June 2011
FOR IMMEDIATE RELEASE

Luminous Hong Kong Wins Agency of the Year at Marketing’s AOTY Awards 2011



Luminous Hong Kong turned heads when it won the coveted Gold “M” cube for Event Agency of the Year at Marketing Magazine’s Hong Kong Agency of the Year Awards 2011, held on Wednesday, June 15. In addition, the independent agency also dominated the category, snapping up top honours as Local Hero.

“This award caps off a great year for us! Our incredible team consistently put up great work, made possible by the quality of the projects our clients trusted us with. From Cathay Pacific, Audi, and Prudential, to CLSA, Deutsche Bank, Hongkong Land and PwC, to name a few, we were given the scope to truly show our creativity and deliver work we are proud of. What started as a small, targeted agency has developed into one of the region’s strongest in just six years and it is exciting to be honoured by a distinguished panel of marketers. Truly, this award is a tribute to both our team and our clients. The calibre of our clients broadens our expertise and hones our creative ability so as to set us apart” said Antony Spanbrook, Managing Director and Founder of Luminous Experiential Marketing Communications.

“Delivering on a Pan-Asian footprint, we can claim to be one of the most effective, creative and best value agencies in Hong Kong. It all boils down to being full service, with in-house capabilities, best in class event producers and meaningful relationships with our partners.” commented Dave Low, Director of Creative Services and Co-Founder of Luminous.

This accolade came the very year when the 2011 Agency of the Year Awards saw its most meaningful change to date, the introduction of a judging panel comprised solely of senior client marketers, who ultimately determine the winner, putting a greater emphasis on pure merit.

The Marketing Agency of the Year Awards is an annual industry event organized by Marketing Magazine, which recognizes the excellence and effectiveness of agencies. “If your agency actually takes home a coveted “M” cube,...you’re in an exclusive club in esteemed company” stated Matt Eaton, Group Editor, Marketing Magazine, who calls the awards “the region’s leading barometer of agency performance, and the only awards in the world that is 100% judged by the people who really matter: client marketers.”

Marketing’s Agency of the Year 2011

GOLD - Event Agency of the Year

LOCAL HERO - Event Agency of the Year

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Luminous EMC Ltd (www.luminous-asia.com) is an award winning boutique event agency. With a talented team of nearly 40, the experiential marketing consultancy with offices in Hong Kong and Singapore creates and produces experiences that build relationships between businesses, clients, employees and consumers in the Asia Pacific. We create and execute conferences, B2B events, launch events, ceremonies, public and internal events, gala dinners, celebrations, road shows and exhibitions.