

Samsonite wins Spikes Asia Advertiser Of The Year Award 2011

SINGAPORE: The Spikes Asia Advertiser of the Year honours a brand that has set itself apart through the quality of its campaigns with consistently high creative communications whilst encouraging and nurturing innovative marketing techniques produced by their agencies across the Asia Pacific region.



Ramesh Tainwala, president of Samsonite Asia-Pacific and Middle East, will be presented with the Spikes 2011 Advertiser of the Year award on 20 September.

This year, Spikes Asia presents the award to Samsonite, the 100-year-old global travel luggage brand and the largest in retail sales value.

Samsonite International is engaged in the design, marketing and sale of travel, business and casual luggage as well as travel accessories. Their core brand, Samsonite, is one of the best-known travel luggage brands in the world and has been central to the growth and success of the business since it was first introduced in 1941. Over the last century, the company has developed and widely commercialised numerous innovations in luggage, establishing key industry trends and adapting to evolving consumer needs.

'Heaven and Hell'

Throughout the decades, the brand has promoted its hard-side luggage by emphasising its durability with taglines such as "Strong Enough to Stand On" and "Tough Luggage for a Tough World". In recent years, as part of its overall brand strategy, it has turned to more localised marketing across multi-platforms. Its advertising has helped to increase not only its growth and market share but also to continue refreshing people's perception of its world-class brand.

"This year, the Samsonite 'Heaven and Hell' ad won five Cannes Lions, including the Cannes Lions Press Grand Prix. Created by JWT Shanghai, the work has not only put the spotlight on the great creative work coming out of Asia but has also highlighted Samsonite's willingness to embrace creativity and push the boundaries in their product communications for

the Asian market," says Terry Savage, chairman of Cannes Lions, who with Haymarket, organise Spikes Asia. "We are proud to honour Samsonite at Spikes Asia 2011, and look forward to seeing more inspirational and award winning communications from the brand."

Ramesh Tainwala, president of Samsonite Asia-Pacific and Middle East, will be presented with the Spikes 2011 Advertiser of the Year award on 20 September at the Esplanade Theatre, venue for the awards show.

Key dates:

Entries now closed

Delegate registration now open

Festival dates: 18-20 September 2011

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