



MEDIA RELEASE

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UBI World TV to sponsor 2010 National Marketing Awards



Australia's largest multicultural pay TV broadcaster, UBI World TV, today announced it would be the Grand Sponsor of the 2010 National Multicultural Marketing Awards, to be presented on November 1, 2010.

The awards were initiated by the NSW Community Relations Commission in 1989 with the aim of showcasing and rewarding Australian advertisers and businesses that acknowledge cultural diversity in their marketing strategies.

Other sponsors include the Australian Bureau of Statistics, the Australian Newspaper, the Australian Football League, Commonwealth Bank, Casella Wines, Australian Council for the Promotion of the Peaceful Reunification of China, the Boka Group, Qantas and the Westin Sydney.

UBI World TV President Regina Boulos said, "Smart and successful marketers and advertisers understand and acknowledge Australia's multicultural communities and their economic influence when planning media schedules and campaigns to build their brands and drive sales.

"As the country's leading multicultural pay TV and radio broadcaster, UBI supports and values excellence, innovation and creativity in marketing to Australia's culturally diverse society.

"UBI's grand sponsorship of this year's Awards is a reflection of our strong support of the CRC's efforts in bringing multicultural marketing to greater mainstream awareness and recognising ethnic marketing excellence. It is great to see more of

corporate Australia actively incorporating ethnic strategies in their marketing campaigns,” she added.

In 2009 UBI won the Commonwealth Bank Commercial Small Business Multicultural Award for an in-house campaign that generated a significant increase in subscriptions to its Filipino Service.

“UBI’s winning campaign ‘Tutok na!’ is considered the most comprehensive integrated marketing communications campaign launched in Australia targeting a specific ethnic community. Using traditional and non-traditional media channels including online, outdoor, mobile, events, shopping centre promotions and in-language customer service, it is a shining example of how well-orchestrated, highly-focused and targeted ethnic marketing can deliver great results for marketers”, Boulos added.

Entries in the 2010 awards closed on Friday, 10 September 2010. Winners will be announced at a Sydney ceremony on November 1, 2010.

NSW Premier Kristina Keneally said, “My Government is delighted that UBI World TV has come on board as a grand sponsor for what is one of the most significant events of the year for ethnic communities across the State.”

NSW Attorney General and Minister for Citizenship, John Hatzistergos, said he welcomed UBI World TV’s commitment and support and said the awards were a valuable and relevant way to promote the economic and social benefits of cultural diversity.

Welcoming UBI as a sponsor, the Chair of the CRC, Stepan Kerkyasharian, said: “In the end, these awards are about good government and good business. When you have a marketing task to do you should find the best and most effective way to do it. In a country as diverse as ours that means you must use the techniques of multicultural marketing to succeed. These Awards find the people who do that best and hold them up as models for others to follow”.

Ms Boulos said Australia was one of the most important multi-cultural television markets with a strong appetite for international channels.

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