



## PRESS RELEASE

5 November 2009

# LEADING MULTICULTURAL BROADCASTER WINS MAJOR NATIONAL MARKETING AWARD



**From left to right:** UBI World TV President Regina Boulos (3<sup>rd</sup> from right), CEO Michael Parker (2<sup>nd</sup> from left) and UBI Head of Marketing and Creative Vijay Mirchandani (3<sup>rd</sup> from left), Business Development Manager Ben Boulos (right) and Graphic Designer Nic Leviste (left) accept the award from Andy Wright, Head of International Agency Channels of the Commonwealth Bank (2<sup>nd</sup> from right).

Australia's largest multicultural subscription TV and radio broadcaster, UBI WORLD TV, has won the prestigious 2009 Commonwealth Bank Commercial Small Business Multicultural Marketing Award for its campaign that generated a 350 percent increase in subscribers to its Filipino Service.

The award was presented to UBI President Regina Boulos by Commonwealth Bank Head of International Agency Channels Andy Wright, at a gala dinner in Sydney hosted by the NSW Minister for Citizenship, Virginia Judge.

The judges said UBI's innovative Filipino-language marketing campaign to promote UBI's Filipino Service won first prize for its highly original and innovative use of language and popular culture.

The winning campaign focused on the Filipino use of humorous expressions with double meanings. It used the slang expression 'Tutok Na' whose multiple meanings 'to point', 'to focus on' and 'follow' were used to encourage viewers to 'subscribe now'.

The campaign generated a 400 per cent increase in enquiries and a 350 per cent increase in subscriptions to UBI's Filipino Service. The integrated multi-media campaign used print, radio, TV, outdoor, online, events, PR, SMS and direct mail.

The winning campaign was developed by UBI management and the marketing team led by Vijay Mirchandani.

UBI President Regina Boulos said: "We are honoured to receive this award for it recognises our efforts, capabilities and the high quality of our work in marketing to multicultural Australia, as adjudged by our peers in the industry and the wider Australian community. This motivates us to strive even harder to provide the best possible service to our viewers and advertisers, as well as in all other aspects of our business".

Michael Parker, UBI CEO added "This is a proud moment for the UBI team. Both the quality and the results of this campaign demonstrate the effectiveness of our methods and our media to reach specific target markets."

The National Multicultural Marketing Awards have been conducted by the Community Relations Commission of NSW for the last twenty years and unearthed winners from across multinational business, government and community sectors.

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