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## Adobe Celebrates Winners of APAC Partner Awards

**Adobe announces 2Data Fish, 22feet Tribal Worldwide, Accenture Interactive, Accordant, Deloitte Digital, NCS, Verticurl, and VML as winners of its Innovation Awards**

**Sydney, Australia— 22 February, 2017** — Adobe Systems Incorporated today announced the winners of its [Adobe Innovation Awards](#) from the [Annual Adobe APAC Partner Executive Forum](#) held in Indonesia. Adobe partners with the best agencies, consultancies and technology providers across Asia Pacific to provide leading-edge solutions that enable customers to drive innovative, personalised experiences, data-driven marketing and cross-channel marketing.

The Adobe Innovation Awards acknowledge and celebrate partner success, innovative work and dedication to customer success using Adobe technologies. 2017 Adobe Innovation Award winners are:

- **Most Innovative Data-Driven Marketing Implementation:** [2DataFish](#)
- **Most Innovative Personalised Experience:** [22feet Tribal Worldwide](#)
- **Public Sector Innovation Award – Australia and New Zealand:** [Accenture Interactive](#)
- **Most Innovative Programmatic Advertising:** [Accordant](#)
- **Most Innovative Multi-Solution:** [Deloitte Digital](#)
- **Public Sector Innovation Award – South-East Asia:** [NCS](#)
- **Most Innovative Cross-Channel Marketing Implementation:** [Verticurl](#)
- **Most Innovative Mobile Experience:** [VML](#)

“The strong collaboration between Adobe and its partners provides the expertise and innovation our mutual customers need so they can deliver highly engaging and personalized digital experiences,” said Damon Scarr, Adobe Director of Partners for Asia Pacific. “The work put forth by Adobe’s standout APAC partner ecosystem has led to some of the most successful and groundbreaking campaigns in the past year. Congratulations to Adobe’s Innovation Awards winners on all the great success accomplished this year.”

The [Annual Adobe APAC Partner Executive Forum](#) is a unique opportunity for partners to network with executive leaders across Asia Pacific, and learn the latest on how to innovate with Adobe solutions, deliver success with partner program enhancements and grow their business by aligning with Adobe’s go-to-market strategies and industry solutions.

For more information on the Adobe APAC Partner Awards, please visit [http://www.adobe.com/sea/landing/partner\\_awards.html](http://www.adobe.com/sea/landing/partner_awards.html).

#### About Adobe

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