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FOR IMMEDIATE RELEASE

Adobe Recognizes 22feet Tribal Worldwide as Winner at APAC Partner Awards

New Delhi, India— 22 February, 2017 — Adobe Systems Incorporated announced the winners of its [Adobe Innovation Awards](#) at the [Annual Adobe APAC Partner Executive Forum](#), as part of which, its India partner 22feet Tribal Worldwide emerged as winner in the 'Most Innovative Personalised Experience' category. Additionally, Adobe India's partner Resultrix received an honorary mention in the 'Data-Driven Marketing Implementation' category. 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 and recognizes them across various categories at an APAC level partner forum.

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

- **Most Innovative Personalised Experience:** [22feet Tribal Worldwide](#)
- **Most Innovative Data-Driven Marketing Implementation:** [2DataFish](#)
- **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](#)

"Adobe is committed to helping brands across India deliver engaging and personalised digital experiences, and our partners play an instrumental role in furthering this goal by closely aligning with our go-to-market strategy," said Kulmeet Bawa, MD, South Asia, Adobe. "We are happy to note a strong participation from our India partners at the [Adobe APAC Partner Executive Forum](#), and congratulate them for their standout performance – a testimony to the high-quality work delivered by our partners in the country."

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.

About Adobe

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