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# VML Named Adobe Digital Marketing Partner of the Year 2017 for Southeast Asia

**SINGAPORE, 25 July 2017** — Adobe today named [VML](#) the 2017 SEA Adobe Digital Marketing Partner of the Year, recognizing the company as the top performing digital marketing partner for Southeast Asia. [Mirum](#) was recognized by Adobe as runner-up. The award ceremony took place last evening at a partner reception in the lead-up to the [Adobe Experience Forum Singapore 2017](#) held today at Grand Hyatt Singapore.

Today's Singapore event is the second in a series of three Adobe Experience Forums taking place across Southeast Asia. Along with events in [Thailand](#) and [Malaysia](#), over 1,000 business leaders will attend the three Forums. In Singapore today, brands including DBS Bank, StarHub, Tourism Australia and Discovery Networks Asia-Pacific will take the stage.

"Adobe empowers brands in Southeast Asia to deliver engaging and personalized digital experiences for their customers. Our partner ecosystem plays an instrumental role in aligning customer requirements and Adobe technology, while prioritizing value for our joint clients. It is my privilege to recognize and reward our Southeast Asia-based partners that have built some of the best client success stories globally," said Damon Scarr, Director of Partner Sales, Adobe Asia Pacific.

"Congratulations to VML and Mirum for winning our Partner of the Year 2017 titles. Both VML and Mirum have demonstrated consistency, creativity, and value in helping brands design exceptional customer experiences, as well as expertise in leveraging Adobe Experience Cloud to drive some of the most innovative marketing initiatives," Damon continued.

"VML is recognized for its excellence in utilizing Adobe Experience Cloud to deliver stellar customer successes and efficiencies for our joint clients. Through its establishment of a platforms and experiences centre of excellence in Singapore earlier this year, VML has further driven capability development and assimilation of the agency's global best practices to design and deliver the best omni-channel consumer experiences for our collective customer base," Damon added.

Adobe recognizes its partners across various categories every year, celebrating their achievements, innovations and dedication to customer success using Adobe technologies.

Adobe powers 91 trillion transactions annually across the globe – more than any other company in the space – for major brands across industry verticals including some of Southeast Asia's leading financial services, telecom, retail, and travel & hospitality companies.

For more information about Adobe Partners, please visit:  
[www.adobe.com/au/partners/partnerfinders.html](http://www.adobe.com/au/partners/partnerfinders.html)

For more information on the Adobe Experience Forum 2017 SEA roadshows, please visit: [www.adobe.com/sea/events/experience-forum.html](http://www.adobe.com/sea/events/experience-forum.html)

Follow Adobe Experience Forum conversations on Twitter with #AdobeXF.

### **About Adobe Experience Cloud**

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

### **About Adobe**

Adobe is changing the world through digital experiences.

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