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Adobe Awards VML Singapore the SEA Digital Marketing Partner of the Year

SINGAPORE, Adobe Symposium — Monday 29 July 2016 — Adobe today presented [VML Southeast Asia](#) with the 2016 SEA Adobe Digital Marketing Partner of the Year Award, recognizing the company as the top performing digital marketing partner for Southeast Asia. Adobe also recognized [Mirum Southeast Asia](#) as runner-up for the award.

VML was presented with the award at the exclusive [Partner Briefing](#) as part of [Adobe Symposium](#) in Singapore, where approximately 150 Adobe Digital Marketing Partners gained insight on how to innovate with an integrated Adobe [Marketing Cloud](#), deliver success with Partner Program enhancement, and grow business by aligning with Adobe's go-to-market strategies and industry solutions. Earlier this year, Adobe [announced major advances to its global partner program](#), which now includes over 3,000 agencies, system integrators, and technology partners as well as hundreds of thousands of developers. The expanded Adobe Exchange program offers go-to-market services that allow third parties to integrate their technologies with Adobe Marketing Cloud, [Creative Cloud](#) and [Document Cloud](#).

Adobe is an acknowledged leader in the competitive marketing technology sector, with Adobe Marketing Cloud the only solution which offers a complete set of eight tightly integrated marketing technologies focused on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration, to deliver amazing digital experiences. Adobe Marketing Cloud also ties-in with [Adobe Sign](#) and Adobe Creative Cloud, making it easy for organizations to move toward 100% digital document workflows and quickly activate creative assets across all marketing channels.

"VML has driven exceptional results for our clients across multiple solutions of the Adobe Marketing Cloud. Over the last 12 months, VML has continued to build out its capabilities and expand its service offering with Adobe's Media Optimizer and Audience Manager (DMP) solutions," said Damon Scarr, Adobe Director of Partners for Asia Pacific. "We recognize VML as a company that has shown tremendous growth and customer success in their execution."

"Thanks to our partners, like VML and Mirum, we are seeing more clients realizing and enhancing their digital experience for the customer, than ever before. Congratulations to Adobe's SEA Digital Marketing Partner of the Year, VML, and our runner-up Mirum on all the great success accomplished over the last 12 months."

More than 1,000 digital marketers, publishers, advertisers, content managers, and marketing executives gathered at Adobe Symposium on 28 July in Singapore to gain

valuable insight into how the most innovative global brands have embraced digital to create amazing experiences. This event featured inspiring keynotes and hands-on breakout tracks presented by visionary leaders from top organizations from Singapore, Southeast Asia, and around the world, including Kellogg, Globe Telecom, Singapore Media Development Authority, ANZ Banking, Mastercard, Great Eastern Life and StarHub.

Follow the action from Partner Briefing at #AdobePartner.

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to transform their brands into an Experience Business and use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea/.

Information and news on Adobe Southeast Asia can also be found on the official Facebook page (<http://www.facebook.com/AdobeSEA>)

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