

ADVERTISING

Sathaporn Limcharoen (left), deputy advertising manager of Channel 3, who represents the Media Agency Association of Thailand, presents the Agency of the Year trophy to Malee Kittipongpisal, general manager of Mindshare Thailand, at the MAAT Awards 2013, while other executives look on.

Mindshare named agency of the year

Mindshare Thailand, a marketing and media network, was named Agency of the Year at the MAAT Awards 2013.

The ceremony was held by the Media Agency Association of Thailand for the first time to recognise excellence in media strategy and execution.

Media companies submitted 120 entries to compete at the awards.

Mindshare also won gold awards for

best multiple platforms, best use of branded content, best use of video format (non-cinema), best use of social media and best communication strategy.

Apart from Mindshare, GroupM was awarded Network of the Year.

Mindshare and GroupM are members of WPP, the world's leading communications service group with US\$63.5 billion in billings.