



MAA Worldwide and the Globes Awards Announce Nominees for the 2008 "Best in the World" Promotion Marketing Campaign

The annual Globes Awards recognize campaigns that have already won top honors in separate national award programs that are organized in 26 Countries for excellence in promotional marketing. A Globe Award is presented to the campaign receiving the highest marks from an international panel of judges in each of 16 qualifying categories and Each year, the top three campaigns across all categories compete for the coveted "Best in the World" Promotional Marketing Campaign.

New York, NY, October 02, 2008 --(PR.com)-- The Marketing Agencies Association Worldwide, the only worldwide organization representing promotional marketing, is proud to announce the three nominees for the 2008 World's Best Promotional Marketing Campaign as part of the MAA Globes Recognition Program.

The annual Globes Awards recognize campaigns that have already won top honors in separate national award programs that are organized in 26 Countries for excellence in promotional marketing. A Globe Award is presented to the campaign receiving the highest marks from an international panel of judges in each of 16 qualifying categories.

Every year, the top three campaigns across all categories compete for the coveted "Best in the World" Promotional Marketing Campaign. The winning campaign will be revealed at the 22nd Annual Globes Awards Ceremony in Toronto, Ontario, Canada on October 20, 2008 at the Park Hyatt Hotel.

2008 Nominees for the MAA Worldwide "Best in the World" Promotional Marketing Campaign are:

Campaign Agency Country of Origin

7-Eleven/Simpsons FreshWorks USA
& Kwik-E-Mart

Give a few bob The Communications Agency United Kingdom

Earth Hour Leo Burnett Australia

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