

Leading AP tech magazine recognizes FILTR's strong digital pivot



**The annual listing of 20 companies that are at the forefront
of providing Enterprise Startup solutions and
impacting the APAC industry.**

Named one of the “Top 20 Enterprise Startups of 2020” by *APAC CIO Outlook*, FILTR’s integrated technology approach offers enhanced virtual events and digital capabilities

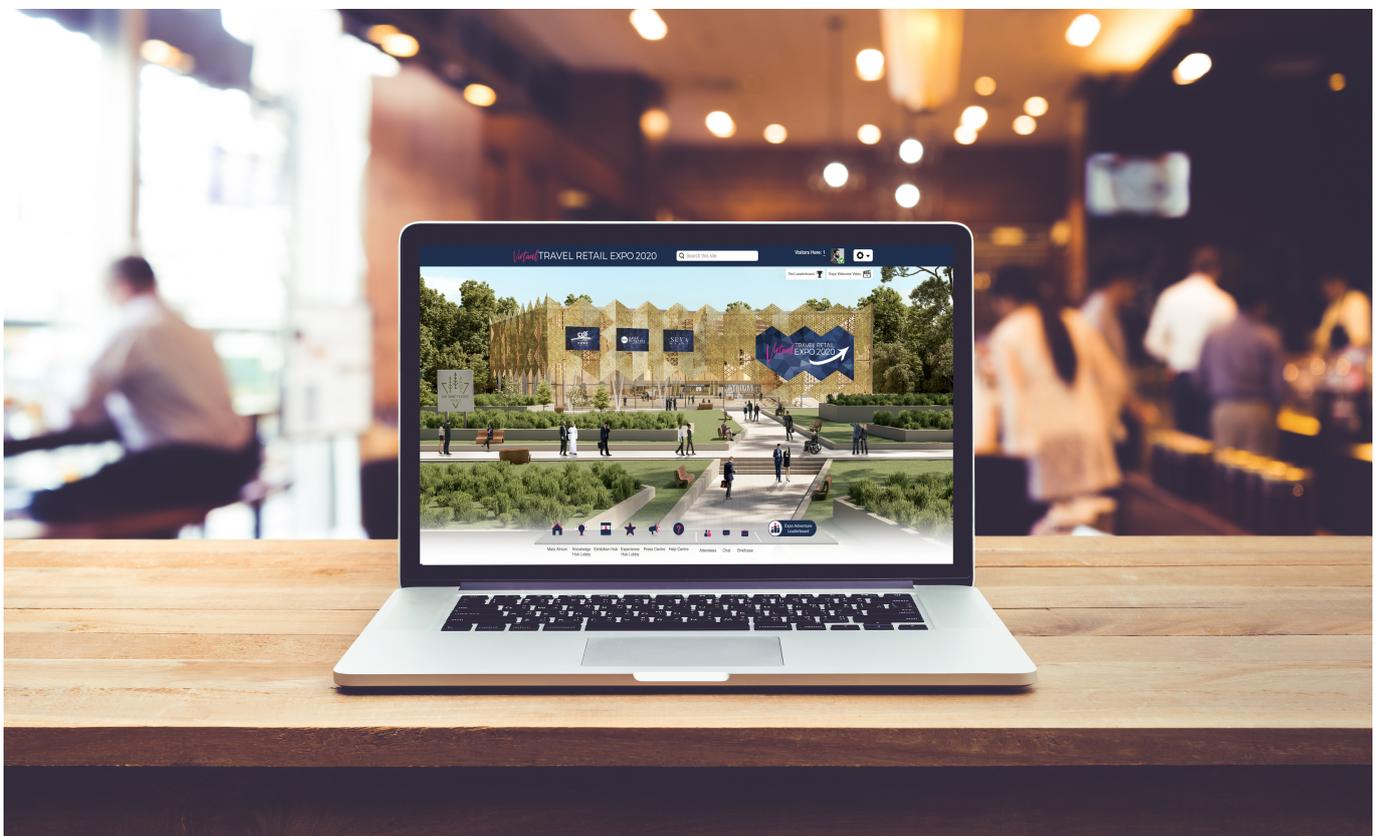
Global integrated marketing and design agency, FILTR, has been named one of the “Top 20 Enterprise Startups of 2020” by leading technology magazine, *APAC CIO Outlook*. Highlighted by its key role in last year’s The Moodie Davitt Virtual Travel Retail Expo and Aircraft Commerce Virtual Expo, the award recognizes FILTR’s pioneering, integrated technology approach to virtual events and the acceleration of its enhanced digital capabilities.

As the sole creative agency to appear on the 2020 list, FILTR sits alongside some of the brightest

names in the APAC enterprise community. The annual round-up is compiled by *CIOoutlook's* editorial team to assist Chief Information Officers, Chief Technology Officers & Chief Experience Officers at top companies to identify emerging leaders and service providers in the dynamic digital technology, experience and data landscape.

"I had always considered our agency's specialism in travel retail as our biggest strength. COVID-19 flipped that notion on its head almost overnight. We had to evolve quickly, and necessity was a powerful catalyst. I could not be more proud of the FILTR team for embracing change and rapidly developing our digital expertise. For our transformational efforts to get noticed in the technology sector and to be recognized by *APAC CIOoutlook* magazine is incredible.

Our digital pivot has opened a number of exciting new doors and we are now helping brands to activate in virtual and O2O spaces across several different categories and for internal, trade and consumer audiences. COVID-19 has changed the world, but it certainly hasn't stopped it. The premium and luxury brands of tomorrow are adapting with creative, seamless and digitally-empowered experiences, and we are with them all the way," comments Alex Cook, Managing Director, FILTR.



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FILTR's dynamic pivot into the virtual expo space was made in response to the toll taken on its core business in travel retail by COVID-19. With a number of key industry events cancelled, *The Moodie Davitt Report* and FILTR collaborated to host the ground-breaking Virtual Travel Retail Expo - providing a unique platform for networking, connectivity and thought leadership in the channel. Attracting over 4,300 unique visitors from the biggest names among airports, cruise-lines, airlines, retailers and brands in its maiden year, the inaugural Virtual Travel Retail Expo grew into one of the largest travel retail tradeshow gatherings ever held in the physical or virtual space.



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In addition to its role as the master creative and digital programming force behind the five-day live event, FILTR also applied its design, communications and client service expertise to help brands such as Shiseido, Puig, Clarins, Diageo, Camus and JTI to create bespoke virtual stand experiences using immersive 360° VR technology and other applications.

Following the success of the Virtual Travel Retail Expo, FILTR and *The Moodie Davitt Report* are collaborating on virtual events in 2021 across a variety of sectors and geographies including the

Virtual Summit of the Americas (SOTA), in partnership with International Association of Airport Duty Free Stores (IAADFS) and Asociación Sudamericana de Tiendas Libres (ASUTIL), and Beauty Tech Live, in partnership with leading beauty title, BW Confidential.

Published from the global hub of technology, Silicon Valley, *APAC CIO Outlook* is designed to connect senior practitioners in the enterprise IT community across Asia Pacific – a growing hub for startups. Now in its fourth year, the annual Top Enterprise Startups program lists the leading startup companies that are transforming business operations and processes at the convergence of several disruptive technologies.