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singapore  
advertising

hall of  
fame  
awards 2011

ias  
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# Call for Entries

Closing Date for Submissions: Friday, 7 October 2011

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IAS HOF  
honours the  
stars of our  
industry.  
A recognition  
of famous  
campaigns  
led by  
famous  
people.

## **INTRODUCTION**

The Singapore Advertising Hall of Fame Awards recognises exceptional accomplishment, skill and talent within the Singapore advertising industry. Presented annually since 1999 by the Institute of Advertising Singapore (IAS), the programme will be relaunched in line with the new IAS rebranding.

## **HALL OF FAME AWARDS**

The IAS Hall of Fame Awards is the only award show in Singapore that celebrates the stellar achievement of leading personalities, advertisers, agencies and campaigns for the year. It honours the stars of our industry. A recognition of famous campaigns led by famous people.

The show has recognised some of the most famous names in our industry through the years such as Ian Batey, Ho Kwon Ping, Jim Aitchison, Neil Montefiore, Linda Locke, Terry O'Connor, Rod Pullen, Fanny Lai and David Tang.

This year, the IAS Hall of Fame Awards will see more gravitas and glam appeal as we honour the next famous names in our industry. It features a new theme, "Fame lives on Forever" with a new series of designer award trophies to be unveiled.

In all, we can expect the stars and leading lights in our industry to be there.

The show also takes on a more cutting-edge, digital skew with a new award category for 'Digital Creative Director of the Year' and 'Digital Campaign of the Year', in addition to the 15 awards already in effect.

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Acknowledging  
excellence,  
outstanding  
achievement and  
breakthrough  
ideas in creative  
communications.

## **JUDGING**

Hall of Fame Award winners are selected by a distinguished panel of the industry's most respected practitioners across a range of disciplines. The IAS-appointed Academy of Judges, comprises marketing and advertising specialists, academics and key representatives of consumer, media, production and research services.

The calibre of these judges makes certain that the assessment process adheres to strict judging criteria aimed not only at ensuring the very best work is recognised, but also ensuring that standards of innovation and effectiveness continue to be challenged.

## **NOMINATIONS**

The organisers of The Singapore Advertising Hall of Fame Awards 2011 welcome nominees and submissions for each of the Company and Campaign awards from individuals, agencies, and client companies within Singapore. Winners each receive a new trophy this year.

There will be only one gold award and a maximum of five finalists in each category.

## **GALA PRESENTATION**

The Gold Award winners will be announced at the Singapore Advertising Hall of Fame Awards Gala Dinner presentation on **30 November 2011** at **Marina Bay Sands (MBS)**. This year, a drinks party will be organised at KU DE TA overseeing the magnificent view from the top of MBS.

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terry  
o'connor

Chief Executive Officer  
Courts

IAS President

lifetime  
achievement  
award 2010

## THE INDIVIDUAL AWARDS

### 1. The Lifetime Achievement Award

This unique and distinguished award recognises the exceptional achievements of a key individual who, over a sustained period of time, has played a pivotal role through his or her commitment and contribution to the Singapore advertising landscape and to the wider global marketing arena.

The professional recognised in this award truly believes in the power of big ideas that break down conventions and how to drive powerful marketing thinking for maximum advertising effectiveness. Noted for strong leadership, the recipient of The Lifetime Achievement Award has enhanced advertising industry standards to the advantage of his organisation, the industry and the community at large through influence and astute decision-making. This Award is not open to nominations.

The winner will be chosen exclusively by the Executive Council of the IAS.

In the event no one is judged to be deserving of the award, it will be passed on to the subsequent year's Hall of Fame Awards.

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tanuj  
philip

CEO  
Network Hub, Dentsu, Young & Rubicam

agency  
professional  
of the year  
2010

## THE INDIVIDUAL AWARDS

### 2. The Agency Professional of the Year

This important award recognises an individual at Chief Executive Officer or equivalent level from any agency within the communications industry in Singapore who has demonstrated outstanding achievement and excellence in his or her role.

Nominees will be judged by the IAS Executive Council based on the following:

- **Contribution:** During the past 12 months, what instrumental role has this individual played within their company, for their clients and across the wider industry?
- **Team Player:** During the past 12 months, how did they create a powerful team dynamic with their peers, colleagues and partners?
- **Innovation:** During the past 12 months, what innovative thinking has this individual brought to their business or industry?
- **Inspiration:** During the past 12 months, how has the nominee inspired others and made a difference professionally and personally?



new  
award  
category

## THE INDIVIDUAL AWARDS

### 3. The Client Marketer of the Year (NEW)

Established for the first time this year, this award looks to celebrate brand leadership across all communication disciplines. As it is the most critical marketing role in the communications industry, this submission is open to nominations from all client companies or brand owners.

Each submission should look to demonstrate the following:

- How has the candidate demonstrated brand leadership in creating one of the most powerful and engaging brands in their given industry or category
- What challenges has the candidate nominated overcome in creating the success they achieved with this brand or company
- Outline the overall marketing approach taken in generating brand leadership
- The submission should highlight key examples of campaigns that contributed to the success of the brand or company involved
- Evidence of any communication awards achieved
- Testimonials or references from third parties are welcome to support the submission

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joji  
jacob

Executive Creative Director  
DDB Group Singapore

creative  
director  
of the year  
2010

## THE INDIVIDUAL AWARDS

### 4. The Creative Director of the Year

Acknowledging the creative director whose leadership, innovation and direction have made significant contributions to the agency and its key clients, the judging criteria for the Creative Director of the Year Award focuses on consistency, delivery and mentorship, client relationship and creativity.

This is not a creative award, but one that assesses Creative Directors as professionals and organisational leaders. Nominees should submit:

- A minimum of three (3) and maximum of five (5) campaigns executed over the last year or so – 2010 to 2011
- At least two-thirds of the campaign submitted should have been implemented for actual clients of the agency
- Submissions must span more than one media
- A fully completed nomination form with a proposer and seconder from the agency senior management. One of the two must be the Chief Executive Officer or the highest management person within the structure (e.g. MD)



saurabh  
varma

Chief Strategic Officer  
Leo Burnett/Arc WW

strategic  
planner  
of the year  
2010

## THE INDIVIDUAL AWARDS

### 5. The Strategic Planner of the Year

Another new award category established for the first time last year, this award looks to celebrate strategic leadership across all key communication disciplines. This critical agency role is likely to be in a communications agency (not media) and this submission is open to nominations from advertising, digital and media relations. Each submission should look to demonstrate the following:

- How has the candidate demonstrated brand leadership in developing one of the most powerful and engaging brands in their given industry or category
- What challenges has the candidate nominated overcome in creating the success they achieved with this brand or company
- Outline the strategic approach taken in generating the breakthrough success achieved
- What innovation has been led by the candidate that has generated breakthrough results in any key communication media
- The submission should highlight key examples of creative work that contributed to the success of the brand or company involved
- Evidence of any communication awards achieved
- Testimonials or references from third parties are welcome to support the submission



new  
award  
category

## THE INDIVIDUAL AWARDS

### 6. The Digital Creative Director of the Year (NEW)

This award looks to acknowledge one of the most influential marketing roles across the communications industry and is open to nominations from all client companies, advertising/digital agencies and media agencies.

Each submission should look to demonstrate the following:

- How has the candidate demonstrated leadership in creating an exceptional digital team
- How has the candidate nominated created digital solutions that integrate with other mass communication channels as part of a total campaign solution
- What innovation has been led by the candidate that has generated breakthrough results in any digital media
- The submission should highlight key examples of creative work that best typifies the approach and execution of the individual nominated
- Evidence of any digital awards achieved
- Testimonials or references from third parties are welcome to support the submission



Account Director  
Leo Burnett/Arc WW  
joseph  
tan

young  
professional  
of the year  
2010

## THE INDIVIDUAL AWARDS

### 7. The Young Professional of the Year

The Young Professional of the Year is an important award that looks to recognize future leaders within the communications agency community. Nominees, who could be working in any communication organisation environment, must be under the age of 30 years as at 1 October 2011 and with no more than six (6) years experience industry experience.

Shortlisted candidates will appear before the judges and together with their written submission, will be assessed on the following:

- Contribution: What key role did this individual play in their company, and for their clients?
- Team Player: How did they work with their clients, colleagues and other business partners to bring effective team solutions?
- Innovation: What new ideas did they bring to the business and how effective were they? How was this effectiveness measured?
- Inspiration: How has the nominee inspired others to make a notable difference to the people around them? Should be prepared to discuss intelligently and in-depth his or her track record and the industry at large.



david  
beal

Media Planner  
MEC Singapore

media  
planner of  
the year  
2010

## THE INDIVIDUAL AWARDS

### 8. The Media Planner of the Year

This award recognises the Singapore advertising industry's strongest Media Planner. Nominees are visionary, strategic thinkers who have made a compelling contribution and provided measureable value to their clients.

Judges are looking for an articulate and engaging professional who applies relevance in all aspects of their role, with an emphasis on building effective communication channels.

Nominees will be judged on the following:

- **Contribution:** What key role did this individual play in their company, and for their clients?
- **Team Player:** How did they work with their clients, colleagues and other business partners to bring effective team solutions?
- **Innovation:** What new ideas did they bring to the business and how effective were they? How was this effectiveness measured?
- **Inspiration:** How has the nominee inspired others to make a notable difference to the people around them? Should be prepared to discuss intelligently and in-depth his or her track record and the industry at large.

omd  
singapore  
media  
agency  
of the year  
2010

## THE COMPANY AWARD CATEGORIES

### 1. The Media Agency of the Year

This award recognises the media agency that during the past 12 months has demonstrated the greatest track record in the most innovative and effective use of communication channels to produce outstanding advertising ideas and significant results for their clients.

- **Creative Product:** What differentiates this agency? How is its work more innovative and original than others?
- **Business Results:** Has there been expansion of existing business, new accounts won, new service/concept developments, community & industry contributions, milestone achievements?
- **Staff Retention & Training:** How is the company committed to developing its human resources? Are there long-term staff development/mentoring programmes in place?
- **Client Results:** What business results have been realised for clients? Provide illustrations with actual results achieved. What endorsements has the agency received?
- **Company Standing:** What has made the agency stand out from the rest? Name outstanding achievements and how they have been recognised

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health  
promotion  
board

Agency: DDB Group Singapore

advertiser  
of the year  
2010

## THE COMPANY AWARD CATEGORIES

### 2. The Brand of the Year

Awarded to the advertiser (a company client of an advertising agency/media agency) which has demonstrated its belief in the power of advertising by commissioning communication campaigns which achieve significant impact and results, nominees are judged on the following:

- **Strategic Thinking:** Commitment to insightful, strategic thinking in advertising campaign development
- **Imagination & Innovation:** Commitment to innovation and imagination in the communication mix — advertising concepts, creative execution and the creative planning and use of media channels. Television must comprise at least 20% of the budget
- **Campaign Performance:** Commitment to campaign performance and results, as evidenced by “proof of achievement of successful results” in relation to the objective(s). Quantifiable results from credible sources should be included

ddb  
group  
singapore

advertising  
agency  
of the year  
2010

## THE COMPANY AWARD CATEGORIES

### 3. The Advertising Agency of the Year

This is awarded to the advertising agency that has been the most outstanding in terms of its overall achievements. Entry submissions should focus on:

- **Creative Product:** How is the agency's work more innovative and original than others?
- **Business Results:** Give details of expansion of existing business, new accounts won, new service/concept developments, community & industry contributions, milestone achievements?
- **Staff Retention & Training:** How is the company committed to developing its human resources? Is there a long-term development programme in place?
- **Client Results:** What business results have been realised for clients? Give illustrations with actual results achieved. What endorsements has the agency received?
- **Company Standing:** What has made the agency stand out from the rest? Name outstanding achievements and how they have been recognised

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your  
singapore,  
com

Singapore Tourism Board  
'YourSingapore.com – A Destination Brand  
for a Digitised Age'  
Agency: BBH Asia Pacific

campaign  
of the year  
2010

## THE CAMPAIGN AWARD CATEGORIES

### 1. The Campaign of the Year

This award recognises the year's most celebrated campaign of the year. For absolute clarity with regards to qualifying for this award, submissions must:

- Be created and run in Singapore between August 2010 and September 2011
- Be a genuine "integrated" campaign making clear use of multiple media channels. Though the submission requires a minimum of three different media platforms, the judges will be looking for intelligent use of multiple channels as much as possible
- Print must still be a key component in the campaign and form an intelligent portion of the media plan
- The use of digital media in the campaign media plan will be considered advantageous
- And overall the campaign must demonstrate intelligent use of insight, outstanding creativity and clear measurement criteria of the effectiveness



new  
award  
category

## THE CAMPAIGN AWARD CATEGORIES

### 2. The Digital Campaign of the Year (NEW)

This new award looks to celebrate the very best of digital marketing and looks to acknowledge innovation in strategic and creative thinking involving multiple digital channels.

Submissions are invited from any participating agency environment utilizing digital channels as well as any number of supporting traditional channels at their disposal in delivering this campaign.

Each submission should look to demonstrate the following:

- How has the campaign demonstrated creativity, engagement and innovation where digital media formed the key component of driving consumer awareness and engagement
- The submission should highlight key examples of creative work that contributed to the success of the campaign involved
- Evidence of results including social engagement and ROI
- Evidence of any communication awards achieved for this campaign
- The work should be created and executed in Singapore though the campaign can extend to other participating territories in Asia and beyond

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# mcys

Ministry of Community Development,  
Youth and Sports  
'Filial Piety'  
Agency: Leo Burnett  
Media: ZenithOptimedia

most  
effective  
media  
campaign  
plan of  
the year  
2010

## THE CAMPAIGN AWARD CATEGORIES

### 3. The Most Effective Media Campaign Plan of the Year

This very important award looks to celebrate the very best of media effectiveness and looks to acknowledge innovation in strategic media thinking involving multiple media channels.

Submissions are invited from any media agency environment. Each submission should look to demonstrate the following:

- How has the campaign demonstrated creativity, engagement and innovation where media formed the key component of driving consumer awareness and engagement
- The submission should highlight key examples of the campaign work that contributed to the success of the campaign involved
- Evidence of results gained versus agreed KPI's including awareness targets, participation and engagement levels and overall ROI achieved
- Evidence of any communication awards achieved for this campaign
- The work should be created and executed in Singapore though the campaign can extend to other participating territories in Asia and beyond



new  
award  
category

## THE CAMPAIGN AWARD CATEGORIES

### 4. The International Media Plan of the Year (NEW)

This important media award looks to celebrate the very best of international marketing and acknowledge innovation in media engagement campaigns involving multiple markets across the Asia Pacific region.

Submissions are invited from any participating media agency environment utilizing traditional print and broadcast channels as well as any number of supporting digital channels at that their disposal in delivering this campaign.

Each submission should look to demonstrate the following:

- How has the campaign demonstrated creativity, engagement and innovation where international media formed the key component of driving consumer awareness and engagement
- The submission should highlight key examples of creative work that contributed to the success of the campaign involved
- Evidence of any communication awards achieved
- The work should be created and executed in Singapore though the campaign can extend to other participating territories in Asia and beyond

ntuc  
income

'Flood Campaign'  
How A Tactical Response Can Deliver  
Agency: BBH Asia Pacific

print  
campaign  
of  
the year  
2010

## THE CAMPAIGN AWARD CATEGORIES

### 5. The Print Campaign of the Year

This important media award looks to celebrate the very best of traditional print advertising and looks to acknowledge innovative use of print media in Singapore to achieve effectivity. Submissions are invited from any participating media agency environment.

Each submission should look to demonstrate the following:

- How has the campaign demonstrated creativity, engagement and innovation where traditional print media formed the key component of driving consumer awareness and engagement
- The submission should highlight key examples of creative work that contributed to the success of the campaign involved
- Evidence of any communication awards achieved
- The work should be created and executed in Singapore, have appeared in The Straits Times/Sunday Times and comprise at least three (3) separate excutions to be qualified as a campaign
- Entries may be a constituent part of a larger "multi-media" campaign

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# mcys

Ministry of Community Development,  
Youth and Sports  
'Filial Piety'  
Agency: Leo Burnett  
Media: ZenithOptimedia

television  
campaign  
of  
the year  
2010

## THE CAMPAIGN AWARD CATEGORIES

### 6. The Television Campaign of the Year

This award recognises the year's best television campaign that was created and run on any TV channels. Submissions must list the TV channel(s) for the campaign, as well as the period of the campaign. The nominees will be judged on the following:

- **Impact:** Does it deliver against the specified target audience?
- **Creativity:** How unique and powerful is the creative idea of the campaign?
- **Positioning:** Has a unique and enduring positioning been created over the last 12 months?
- **Effectiveness:** How was the campaign successful?

## JUDGING CRITERIA FOR CAMPAIGNS AWARDS

Entries in this category will be judged on individual merit in a precise and analytical way. Criteria to be employed will include, but not necessary limited to:

- **Strategic Thinking**

A concise articulation of the thinking and overall approach to the specific challenge. Executions submitted will be assessed against this strategic summary. Clarity of strategic thinking, consumer insights and clear objectives are vital

- **Imagination and Innovation**

The innovative and the imaginative nature of the core concept, the originality and quality of the final creative execution and the creative planning and use of media “channels” are the key criteria

- **Campaign Performance**

How did the campaign perform? Compelling evidence – “proof of achievement of successful results” – in relation to the objective(s) will clearly support the submission, especially in the form of quantifiable results from credible sources (Third party verification may be sought)

To aid the judging process, judges will be encouraged to assess the quality of the award submission rationale. Primarily this will relate to the clarity and concise nature of the written submission.

## THE ENTRY FORM

### HOW TO ENTER

- Read this brochure thoroughly, noting judging criteria attached to each award as well as the Rules of Entry
- Photocopy this Official Entry Form or download the form from **[www.advertisinghalloffameawards.com](http://www.advertisinghalloffameawards.com)**
- Each individual entry **MUST** be accompanied by a separate type-written **Official Entry Form**

### RULES OF ENTRY

- Supplementary to the submission requirements listed above in detailed descriptions of the awards
- All entries must have been created by companies operating in Singapore
- Work is eligible if it first appeared in Singapore between August 2010 and September 2011
- Further evidence that may be required by the judges shall be asked for on a need-to-know/case-by-case basis. Entrants who do not supply such supplementary information can be disqualified at the discretion of the organising committee without any notice or explanation
- The organisers reserve the right to reproduce any materials submitted in connection with the promotion of the Singapore Advertising Hall of Fame Awards
- The organisers are not responsible for the loss or damage of the entry submissions

- All entries are non-returnable
- The decisions of the Academy of Judges are final. No enquires or comments will be entertained
- Criteria, rules and submission requirements set out within the category and specific award guidelines elsewhere in this brochure are to be treated as part of the rules of entry
- Submissions that do not meet the entry criteria in full will be disqualified from entry to the Awards and fees will not be refunded

### ENTRY DEADLINE

5.00 pm, Thursday, 7 October, 2011

### IMPORTANT:

**NO ENTRIES WILL BE ACCEPTED AFTER 5.00 PM ON 14 OCTOBER 2011**

### ENTRY FEES & PAYMENT

Entry fee per individual submission:

- **S\$250.00** for members
- **S\$350.00** for non-members
- An additional **S\$150.00** is payable on submissions made after 5pm on Friday, 7 October, 2011
- Payment should be made by cheque only to **Institute of Advertising Singapore**

### AWARDS DINNER

Wednesday, 30 November, 2011



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