

## **Celebrating A Decade of Award Winning Campaign Ideas: The Singapore Advertising Hall of Fame Awards 2008**

**Singapore, 18<sup>th</sup> August 2008** -- The Singapore Advertising Hall of Fame Awards celebrates its 10<sup>th</sup> Anniversary this year with the introduction of several new platforms to further recognise excellence in the advertising industry.

A record twenty 'Golden Singa' trophies will be handed out at this year's event across three key sections:

- Individual Awards
- Company Awards
- Campaign Awards

And for the first time awards will also go to the 'Woman Professional of the Year' and 'The Media Planner of the Year'. Competition is also heating up for the coveted 'Creative Director of the Year Award'.

Said Patrick Mowe, IAS Hon. Secretary, "Since its inception in 1999, the Hall of Fame has recognized some of Singapore's most innovative advertising minds – from individual contributions to general excellence in companies. This year is no different. Just the fact that we have a total of 118 Creative Directors involved with this year's Hall of Fame Awards in one way or another emphasises the collective importance of the initiative."

Themed "X-rated", marketing around the 2008 Advertising Hall of Fame has been stepped up through innovative sponsor programmes ahead of the judging, which takes place on September 12 and culminates in a gala dinner and awards presentation at the Ritz Carlton Millenia on October 23, 2008.

Sponsors this year include Newsweek, Moove Media, SMRT Media, Singapore Press Holdings, MediaCorp, The Wall Street Journal, DMRocket, ACP Magazines, Colourscan, ihubmedia, StarHub, The Straits Times, Cathay Photo & Datacolor.

### **History**

Initially celebrating seven individual awards in creative excellence and effectiveness, the then IAS President, Donald Ee, rightly predicted that, "The Singapore Advertising Hall of Fame Awards is here to stay." By its third year the Awards had attracted an increase of 60 percent in entries.

By 2002 the programme had accelerated further featuring 15 individual awards and prompting a 40 percent increase in entries as well as an exciting new award category initiated by sponsors, Family Matters! Singapore and MCDS.

The following year was marked by SARS, yet the Hall of Fame saw another 10 percent leap in entries and included 20 award categories reviewed by a judging panel of 33 senior talented individuals, hand-picked from Singapore's marketing, media, academia and advertising professions.

The acclaimed 'Creative Director of the Year Award', sponsored by SMRT Media, debuted in 2006, adding to the year's record number of entries - almost 200 submissions assessed by 75 judges.

"This award, originally proposed by Patrick Mowe of IAS, is a tribute to all Creative Directors for their tireless contribution day after day." Said Patrick Low, Executive Director Y & R and the 2007 winner of the Creative Director of the Year Award.

IAS acknowledges the huge contributions of Patrick Low and Sebastian Tan, Managing Director of the Shooting Gallery as well as the fabulous design of this year's billboard – set to be an artistic contribution to marketing communications' messages when it is put up at Raffles Place MRT Station - as well as last year by Work's Managing Director, Theseus Chan.

## **The Next Step**

Noted for its acknowledgment of excellence and outstanding achievements in the Singapore advertising industry, the Singapore Advertising Hall of Fame Awards is looking forward to an even greater response this year.

The 10<sup>th</sup> year programme introduces two prestigious new awards. For the first time, recognition will be given to a woman who excels in her industry contribution of excellence in leadership, mentoring and innovation with 'The Woman Professional of the Year Award', sponsored by ACP Magazines.

Julie Sherborn, Chairman of this year's Hall of Fame Awards and Managing Director of ACP Magazines said, "This year we wanted to highlight the strong presence of women professionals in the Singapore advertising industry, for so long seemingly dominated by men. Some balance is called for and ACP, which celebrates the achievements of women through its portfolio of magazines, is delighted now to be recognizing the considerable accomplishments of women in advertising."

The second new award, for 'The Media Planner of the Year', acknowledges a visionary and strategic thinker who provides measurable client value. This award is sponsored by Singapore Press Holdings,\* which also sponsors the coveted 'Campaign of the Year Award'.

## **Initiatives To Reach Advertising Agencies**

In Celebration of the 10<sup>th</sup> Anniversary of the Singapore Advertising Hall of Fame Awards, many existing and new sponsors are promoting their awards in highly creative ways.

Throughout July, SingPost captured the attention of eight top agencies with a daring band of Amazonian warriors which crashed the agencies' creative departments to promote the DM Rocket, 'Direct Marketing Campaign of the Year Award'. Around 400 ad agency professionals at Bates 141, Y&R, DDB, TBNT-CRUSH, EURO RSCG, Leo Burnett, Saatchi & Saatchi and Ogilvy were met with a feast of fun in this commando style wake up by SingPost's lively sales staff.

The games kicked off at DDB's offices when startled creatives were dragged into the open yard where a dart board was set up for target practice with some super prizes. SingPost Business Directors, Leslie Kwek and Lawrence Lim with their SingPost DM Rocket team, See Wee Heng and Stella Tan, were in the front line as the activities took precedence over work for the afternoon.

The vibrant team gave a repeat performance at each of the eight agencies, taking everyone by surprise and creating a welcome distraction to creatives and ad executives who quickly left their desks in favour of beer, fun and games. This guerrilla tactic was successfully engineered by Jennifer Goh and Cathryn Chu (IAS) in a series of secret communications with their cohorts in the targeted agencies.

Peter Skalberg, Bates 141 CEO and Regional Director Southeast Asia commented: "It's great for IAS and SingPost to bring the Hall of Fame Awards to our doorsteps! We certainly are in favour of such interactive ways of promoting the Awards."

## **Sponsors Take Action**

Relative newcomers to the Hall of Fame, Moove Media, is making some strong moves to promote its awards, the 'Advertising Professional of the Year', committing to a campaign of 30 taxis. A fun spin on superheroes sees previous winners of this award in the not-so-subtle guises of superheroes. Basking in the limelight of digital enhancement, Manpreet Singh, Palani Pillai and David Tang will be seen as never before all over the island.

Moove Media is coupling its taxi campaign with a more serious approach, co-hosting with IAS a CEO Power Breakfast on October 9 at the Shangri-La Hotel. As part of the 10<sup>th</sup> anniversary celebrations, this event will engage CEOs and marketing heads in a candid panel discussion.

ACP Magazines is sponsoring the 'Woman Professional of the Year Award', which has already identified 30 leading women professionals as possible candidates who have been invited to enter via a dedicated media kit. A follow-up campaign is also planned.

'The Professional Photographer of the Year Award' - previously 'The Photographer of the Year Award' - is jointly sponsored by Cathay Photo and Data-Colour, and is endorsed by the Professional Photographers Association President, Sebastian Tan, bringing further prestige to this already coveted award.

## **Making a Big Impression**

The much coveted 'Creative Director of the Year' Award kicks off with the giant SMRT Wall Poster Campaign. The stars of the industry have been in front of the camera once again for the making of the latest poster promoting 'Singapore's Most Influential Creative Directors'. The Shooting Gallery's Sebastian Tan captured the images and worked tirelessly with Theseus Chan of Work and Y&R's Patrick Low, to get the poster out by the first week of August. The 18 featured Creative Directors will be attending an SMRT-sponsored reception and signing session for tertiary students interested in Creativity at Raffles Place MRT Station on August 13. Posters will be in all 51 MRT stations around the island.

## **Recognising a Lifetime of Achievement**

The 10<sup>th</sup> Anniversary Singapore Advertising Hall of Fame Gala Dinner and Awards Ceremony will conclude with the presentation of the 'Newsweek Lifetime Achievement Award 2008' when the IAS Council will announce the seventh recipient of this accolade.

The Singapore Advertising Hall of Fame Awards has consistently attracted a high level of attention over the years. Thanks to the enthusiasm and action of sponsors through the events leading up to it, IAS expects even more entries this year.

The Singapore Advertising Hall of Fame Awards 2008 comprises 19 awards across three categories: the Individual Awards, the Company Awards and the Campaign Awards. IAS acknowledges the following sponsors for their generous support and contributions.

### **INDIVIDUAL AWARD CATEGORIES:**

1. The Lifetime Achievement Award — Newsweek \*
2. The Advertising Professional of the Year Award — Moove Media\*
3. The Creative Director of the Year Award — SMRT Media\*
4. The Young Professional of the Year Award — Moove Media
5. The Woman Professional of the Year Award (NEW) — ACP Magazines
6. The Media Planner of the Year Award (NEW) — Singapore Press Holdings

### **COMPANY AWARDS CATEGORIES:**

1. The Media Agency of the Year Award — MediaCorp\*
2. Advertiser of the Year Award — MediaCorp\*
3. The Advertising Agency of the Year Award — The Wall Street Journal\*

### **CAMPAIGN AWARD CATEGORIES:**

1. The Campaign of the Year Award — Singapore Press Holdings\*
2. The Direct Mail Campaign of the Year Award — DMRocket
3. The Magazine Campaign of the Year Award — ACP Magazines
4. The Most Effective Media Campaign Plan of the Year Award — Colourscan
5. The Best International Media Plan of the Year Award — Colourscan
6. The On-Line Campaign of the Year Award — ihubmedia
7. The International Print Campaign of the Year Award — Newsweek
8. The Cable TV Campaign of the Year Award — StarHub
9. The Press Campaign of the Year Award — The Straits Times
10. The Photographer of the Year Award — Cathay Photo & Datacolor

\*Premier Award

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