

## Press Release

### Singapore needs a few more marketing heroes David Tang, Manpreet Singh and Palani Pillai lead the way

**Singapore, 25 August 2008** - As part of the Singapore Advertising Hall of Fame Awards 10<sup>th</sup> Anniversary celebration, sponsors Moove Media are drawing attention to their award in a unique and fun way. Promotional efforts for the 'Advertising Professional of the Year Award' are seeing the resurgence of the Marvel comic book heroes with a distinct difference.

This fun spin on superheroes brings reputable Singapore Advertising professionals, who are previous winners of this award, to the public in the not-so-subtle guise of comic book heroes. Basking in the limelight of digital enhancement, Manpreet Singh (MD, McCann Universal China, ex- Mindshare Singapore), Palani Pillai (CEO , TBNT-CRUSH) and David Tang (President and CEO DDB Worldwide) can be seen like never before all over the island.

Said Mrs Jayne Kwek, Chief Executive Officer of Moove Media: "It is a valuable opportunity for Moove Media to be sponsoring this year's "Advertising Professional of the Year Award", with the objective of selecting the most outstanding CEO who is passionately involved in advertising. The industry needs more of such creative and innovative personnel who dare to make a difference. By recognising their efforts, we hope to encourage more to make their mark in this industry, for the industry. This is also very much in line with what Moove Media has been trying to do all these years - to be different and always improving and creating new ways of Out-of-Home advertising."

The creative was developed by DDB's Head of Art, Francis Tan. He was fascinated by the idea to turn his industry colleagues, including David Tang into comic heroes.

"They are all interesting and energetic people in our industry. Each one of them very different from the other. I suppose they are all heroes of our industry. I hope I have brought out their heroic character," commented Francis.

Pushing the concept of marketing heroes, creative mavericks, movers and shakers and innovative minds, Moove Media are making a bold statement on the industry's need for more of these inspired individuals.

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Moove Media have committed to a generous campaign of 30 taxis showcasing a series of three powerful and traffic stopping ads, in honour of this prestigious award. The vibrant and eye-catching cabs can be seen around town from 18<sup>th</sup> August.

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. The 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 and Datacolor

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[Passenger Side-Design A David Tang](#)



[Passenger Side-Design C Manpreet Sing](#)



[Passenger Side-Design B Palani Pilla](#)