

FOR IMMEDIATE RELEASE

91 finalists for Hall of Fame Awards 2015

Singapore, 27th October 2015 – The Institute of Advertising Singapore (IAS) announces the number of finalists for Hall of Fame Awards 2015 after the judging process on 13th October 2015 by the Academy of Judges that consists senior marketers, senior management in creative and media agencies as well as media owners.

In line with the 2015 theme ‘**True Brilliance Can’t Be Ignored**’, this year’s Hall of Fame Awards focuses on recognising the importance of innovative selling, especially in the media and advertising industry.

Says **Chris Chiu , Chief Judge of Hall of Fame Awards 2015**, CEO and CCO of Leo Burnett Singapore, “Innovation, now more than ever, shines a light on the path ahead our rapidly changing communication landscape. The Hall of Fame Awards has always been at the forefront of recognizing and rewarding today’s leading communication experts which is why these awards are the premier symbol of success and celebrate the select few that are creative as well as effective in how they sell their ideas.”

Rowena Bhagchandani, Chairman of Hall of Fame Awards 2015, MD of DDB Group Singapore says this year has seen 50% more entries vs. Last Year. Some of the entries have been very coherent and robust. What is particularly heartening are the People Award entries and submissions for new categories like Digital Design Campaign, Social Campaign and Transmedia Campaign of the Year. One judges’ remark summed up the judging panels sentiments across the board, ‘It was like trying to find a diamond amidst a pile of other diamonds’.

Says Shufen Goh, President of Institute of Advertising Singapore, Principal of R3 worldwide

“People maketh ideas. Hall Of Fame celebrates the talent from brands, agencies and platform owners who deserves recognition beyond one campaign or idea.”

The Hall of Fame Awards categories this year underwent an overhaul in order to identify the best and all hidden talent across the industry.

One of the revamp for Hall of Fame this year is the selection process for the finalists of the People’s Award categories. Candidates for Young Talent of the Year categories went through a one-to-one interviews with the judges, in addition to written submissions. The individual interviews allowed the judges to get up-close to the candidates and to understand the candidates better in how they think and work.



In addition to this team awards are automatically included for all campaign awards submitted. Along with this we have introduced “Media Sales & Marketing Team of the Year” award as we recognize the team efforts between Sales & Marketing teams to make a campaign even more effective.

There is a total of 91 finalists across 22 categories. The winners of Hall of Fame Awards 2015 will be revealed at a Gala Dinner held on 26th November at Gardens by the Bay – Flower Field Hall.

Don't Miss Out the Glitterati of the Hall of Awards 2015 in its due Glory & Fame as the Winners Walk the Red Carpet!

Table sales have commenced and can be purchased from Institute of Advertising Singapore (IAS). The Hall of Fame Awards 2015 is supported by MediaCorp, Asia Pacific Breweries, Cold Storage, DDB Group Singapore, Leo Burnett, Moove Media, Shooting Gallery Asia, Singapore Telecommunications, SMRT, Singapore Press Holdings, The Edge and ZPixel.

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ABOUT THE SINGAPORE ADVERTISING HALL OF FAME AWARDS

Now into its 17th year, the IAS Hall of Fame Awards is the only advertising award show in Singapore that focuses on people. Through a range of people, team, company and campaign awards, it seeks to put names and faces to the best work of the year. Over the years, the show has awarded the likes of Ian Batey, Ho Kwon Ping, Jim Aitchison, Neil Montefiore, Linda Locke, Rod Pullen, Fanny Lai, Terry O'Connor, David Tang and Tham Khai Meng.

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



ABOUT THE INSTITUTE OF ADVERTISING SINGAPORE

The Institute of Advertising Singapore (IAS) was founded in 1990 with the aim to position Singapore as an internationally recognised “centre of excellence” with world class advertising professionals, international best practices and industry leading creative output. The IAS has several highly successful business platforms for the advertising and marketing communities to meet, collaborate and raise the standards of the industry as well as encourage continuous education. In 2008, the Institute of Advertising conceptualised and launched the successful World Effie Festival (WEF) and the Asia Pacific Effie Awards. The IAS has also organised the Singapore International Advertising Congress since 1998. It is the national organiser for the Singapore Advertising Hall of Fame Awards as well as the Academy of Judges (For Advertising & Marketing Awards), The Academy of Creative Directors and The Annual Wall Poster campaign for Singapore’s Most Influential Creative Directors. It also organised the Effie Singapore Awards, which is recognised worldwide as the gold standard for marketing effectiveness.