

Press Release

Hall of Fame Awards Celebrate the People in Singapore Advertising *New Upstart of the Year Award Launched in 2013*

Singapore, 5th November – In 2013, young talent in advertising is given special recognition via the first ever Upstart of the Year Award at the annual Singapore Advertising Hall of Fame (HOF) Awards. This award will be accorded to an outstanding individual below the age of 30 and in the first five years of his or her career in the industry. The prize is a week-long training programme with Hyper Island.

In line with the 2013 theme's focus on people, the process for selecting finalists for the People's Award category underwent an overhaul. All creative work submitted for the Campaign categories have to list up to five names and titles of key contributors to the work, with an accompanying writeup. These names are automatically nominated for the People Awards, at no extra charge.

From the list of names, the Institute of Advertising Singapore (IAS) will select a winner for each of the following awards:

- Business Manager of the Year
- Creative Director of the Year
- Digital Practitioner of the Year
- Idea Team of the Year
- Social Media Specialist of the Year
- Producer/Production Manager of the Year
- Strategic Planner of the Year

"This new process better reflects the contribution and talent of individuals, regardless of whether the campaign they worked on went on to win an award," explained Ms Wong Mei Wai, Chairman of the Hall of Fame Awards. "We want to signal our intent to recognise both outstanding products and people equally."

The winners of the HOF Awards will be unveiled at the gala HOF ceremony, themed "Rock Star of Advertising", on 29 November 2013 at the Marina Bay Sands Convention Center.

About the Singapore Advertising Hall of Fame Awards

Now into its 15th year, the Singapore Advertising HOF Awards is the brainchild of the IAS. The HOF Awards celebrate outstanding achievements and breakthrough ideas in creative communications, and uphold the talents behind these works. Some of the industry's exceptional movers and shakers recognised by the HOF over the years include Ian Batey, Ho Kwon Ping, Jim Aitchison, Neil Montefiore, Linda Locke, Rod Pullen, Fanny Lai, Terry O'Connor, David Tang and Tan Suee Chieh.

HOF Awards 2013 is sponsored by MediaCorp, Singapore Press Holdings, SMRT Media, SingTel Advertising and StarHub.

For media enquiries and ticket sales, please contact Jennifer Goh, Executive Director IAS at jennifer@ias.org.sg or call 6220 8382

Below is the list of the 2013 HOF finalists.

A. COMPANY AWARDS	
The Agency of the Year Award	<ul style="list-style-type: none"> • DDB Group • Dentsu Mobius • Grey Group • JWT • MindShare
The Advertiser of the Year Award	<ul style="list-style-type: none"> • DBS Bank- DDB Group • McDonald's Restaurant Pte Ltd – DDB Group • StarHub Limited – DDB Group
B. CAMPAIGN AWARDS	
The Campaign of the Year Award	<ul style="list-style-type: none"> • DBS Bank - Expect the even more Unexpected-DDB Group • NTUC Income-Insurance Made Simple-BBH Asia Pacific • SingTel-SingTel-Hawker Heroes- BBDO • StarHub Limited - StarHub Project Family Time- DDB Group • StarHub Limited-StarHub Mobile Happy Everywhere- DDB Group



<p>The Digital Campaign of the Year Award</p>	<ul style="list-style-type: none"> • Courts-Demolition Site- DDB Group • DBS Bank-Expect the even more Unexpected- DDB Group • Heineken-Heineken Passport- ZenithOptimedia • Oracle Asia Pacific-Springboarding Oracle Into the IT Hardware Space- ZenithOptimedia • Qatar Airways-Tweet-a-meet-Grey Group
<p>The Media Campaign of the Year Award</p>	<ul style="list-style-type: none"> • Asia Pacific Breweries-Tiger Beer- Game Time - ZenithOptimedia • Asia Pacific Breweries: Tiger Beer-Have you been Good?- ZenithOptimedia • Coca-Cola -Tasting is Believing (Coca-Cola Zero)- Mediacom • HPB-CLICK by Health Promotion Board - OMD • STB-Pre-Roll Advertising That Isn't Skipped – BBH Asia Pacific
<p>The Print Campaign of the Year Award</p>	<ul style="list-style-type: none"> • KFC-Singapore Refuel Package – Grey Group • Proctor & Gamble -Duracell "The Return"- Grey Group • Samsung Asia-Making Samsung GALAXY S4 The Headline!- Starcom MediaVest • STCars - STCars Anti-Drink Drive Campaign - Goodfellas • STClassifieds – STClassifieds – Goodfellas
<p>The Social Media Campaign Of the Year Award</p>	<ul style="list-style-type: none"> • Chupa Chup – Making Suckers of the Internet – BBH Asia Pacific • Heineken-Heineken The Passport- Iris Worldwide • Mentos – Mentos National Day Proposal – BBH Asia Pacific • SingTel-Need 4G Speed- Ogilvy & Mather • Qatar Airways-Tweet-a-meet -Grey Group

<p>The Television Campaign of the Year Award</p>	<ul style="list-style-type: none"> • Asia Pacific Breweries - Helping football fans hit the bar- DDB Group • NTUC Income – Insurance Made Simple – BBH Asia Pacific • Saving Gaia: Saving Gaia 2013 - 'Save my World'- MediaCorp • STCars-STCars Anti-Drink Drive Campaign-Goodfellas • StarHub Limited-StarHub Project Family Time- DDB Group
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<p>C. INNOVATION AWARDS</p>	
<p>The Marketing Innovation of the Year Award</p>	<ul style="list-style-type: none"> • Brand-Brand’s Brain Fitness Booth - Tribal Worldwide • StarHub Limited -Donate-A-Tone - DDB Group • HPB - HealthyMEtv – DDB Group • HSBC - HSBC Neurogolf - JWT • Qatar Airways-Tweet-a-Meet-Grey Group
<p>The Product Innovation of the Year Award</p>	<ul style="list-style-type: none"> • Eureka Call Centre Systems - Lend an Eye- Grey Group • StarHub-My SmartEye app- DDB Group

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