

Press Release

Head Creative Honcho at Ogilvy & Mather Bags Hall of Fame 2013 Lifetime Achievement Award *Grey Group Account Manager Wins New Upstart of the Year Award*

Singapore, December 2, 2013 - The iconic Hall of Fame (HOF) Awards 2013 conferred its most prestigious award – the Lifetime Achievement Award – on Tham Khai Meng, Worldwide Chief Creative Officer of New York-based Ogilvy & Mather. Tham made advertising history by leading the agency to win Network of the Year at Cannes for the second consecutive year. In the same year, Ogilvy & Mather became the first network to win more than 100 Lions, including four Grand Prix.

“He is, without doubt, one of the world’s most influential figures in advertising and we are proud that he is a Singaporean,” says Wong Mei Wai, Chairman, HOF Steering Committee. “We hope his win will inspire other Singaporeans to make the mark globally.”

A new award, Upstart of the Year, was introduced in 2013 to recognise new talents in the industry. Madina Kalyayeva, an Account Manager with Grey Group, won the maiden award along with a week-long training programme with Hyper Island.

The coveted Agency of the Year Award went to DDB Group Singapore, which also clinched the Advertiser of the Year Award. Other big winners in this year’s awards were ZenithOptimedia and Mediacom who took home three awards each.

The winners of the HOF Awards are unveiled at the gala HOF ceremony, themed “Rock Star of Advertising”, on 29 November 2013 at the Marina Bay Sands Convention Center. At the ceremony, ex-President of the Institute of Advertising Singapore (IAS), Terry O’Connor, was honoured for his service to the advertising industry. Bringing the same brand of charisma and marketing savvy that he is known for at Courts Singapore, O’Connor lifted the IAS to new standards of professionalism and championed the nurturing of talent in the industry.

About the Singapore Advertising Hall of Fame Awards

Into its 15th year, the Singapore Advertising HOF Awards is the brainchild of the Institute of Advertising Singapore (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, StarHub.

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

Below is a list of the HOF 2013 winners.

A. COMPANY AWARDS	
The Agency of the Year Award	<ul style="list-style-type: none"> • DDB Group Singapore
The Advertiser of the Year Award	<ul style="list-style-type: none"> • McDonald’s Restaurant Pte Ltd DDB Group Singapore
B. CAMPAIGN AWARDS	
Campaign of the Year Award	<ul style="list-style-type: none"> • NTUC Income-Insurance Made Simple - BBH Asia Pacific



institute of advertising

Digital Campaign of the Year Award	<ul style="list-style-type: none"> • Heineken-Heineken Passport - ZenithOptimedia
Media Campaign of the Year Award	<ul style="list-style-type: none"> • Coca-Cola -Tasting is Believing (Coca-Cola Zero)- Mediacom
Print Campaign of the Year Award	<ul style="list-style-type: none"> • STClassifieds – Goodfellas
Social Media Campaign Of the Year Award	<ul style="list-style-type: none"> • Chupa Chup – Making Suckers of the Internet – BBH Asia Pacific
Television Campaign of the Year Award	<ul style="list-style-type: none"> • NTUC Income – Insurance Made Simple – BBH Asia Pacific

C. PEOPLE AWARDS	
Lifetime Achievement of the Year	<ul style="list-style-type: none"> • Tham Khai Meng Worldwide Chief Creative Officer Ogilvy & Mather Worldwide
Client Marketer of the Year	<ul style="list-style-type: none"> • Rene De Monchy Asst General Manager, Marketing Asia Pacific Breweries
Creative Director of the Year	<ul style="list-style-type: none"> • Farrokh Madon Chief Creative Officer, Y&R
Strategic Thinker of the Year	<ul style="list-style-type: none"> • Rebecca Collins Regional Director, Mediacom

Digital Practitioner of the Year	<ul style="list-style-type: none"> Puan Chi Heng Associate Digital Director, ZenithOptimedia
Business Manager of the Year	<ul style="list-style-type: none"> Brenda Foong Business Director, Mediacom
Idea Team of the Year	<ul style="list-style-type: none"> BBDO Singapore
Upstart of the Year	<ul style="list-style-type: none"> Madina Kalyayeva Account Manager, Grey Group
Media Professional of the Year	<ul style="list-style-type: none"> Mindy Ang Associate Director, ZenithOptimedia

D. INNOVATION AWARDS	
Marketing Innovation of the Year Award	<ul style="list-style-type: none"> StarHub Limited -Donate-A-Tone - DDB Group Singapore (GOLD) HSBC - HSBC Neurogolf – JWT (SILVER)
Product Innovation of the Year Award	<ul style="list-style-type: none"> StarHub-My SmartEye app - DDB Group Singapore (GOLD) Eureka Call Centre Systems - Lend an Eye- Grey Group (SILVER)

Ends.