

## FOR IMMEDIATE RELEASE

### 42 finalists for Hall of Fame Awards 2014

Singapore, 17 October 2014 – The Institute of Advertising Singapore (IAS) announces the number of finalists for Hall of Fame Awards 2014 following the judging on 10 October 2014 by the Academy of Judges consisting senior marketers, senior management in creative and media agencies, as well as media owners.

In line with the theme ‘Celebrating the art of innovative selling’, this year’s Hall of Fame Awards focuses on recognising the importance of innovative selling, especially in the media and advertising industry. Says Chief Judge of Hall of Fame 2014, Farrokh Madon, winner of the Creative Director of the Year in Hall of Fame 2013, “Innovation, now more than ever, shines a light on the path ahead in the rapidly changing communication landscape. The Hall of Fame Awards recognize and reward innovation in communication and are the premier symbol of success for today’s leading communication experts. We are looking for people that are not just creative and effective but also innovative in how they sell their ideas.”

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 the Suit of the Year, Planner of the Year, Digital Specialist of the Year and Young Talent of the Year categories went through group interviews with the judges, in addition to written submissions. The group interviews allowed the judges to get up-close with the candidates and gain an insight into their personality and work styles.

There are a total of 42 finalists across 16 categories. Winners of Hall of Fame 2014 will be revealed at a Gala Dinner held on 14 November at Alkaff Mansion. Table sales have commenced and can be purchased from IAS.

The Hall of Fame Awards 2014 is supported by Black Marketing, DDB Group, MediaCorp, Shooting Gallery, Singapore Press Holdings, SMRT Media and Tiger Beer.

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For more information and table sales, please contact:

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## **ABOUT THE SINGAPORE ADVERTISING HALL OF FAME AWARDS**

Now into its 16th 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.