

FOR IMMEDIATE RELEASE

A Celebration of the Best Artists in Innovative Selling

Singapore, 17 November, 2014 – The Hall of Fame (HOF) 2014 culminated with an Awards Gala Dinner on 14 November at Alkaff Mansion, which was transformed into a contemporary art space – in line with this year’s theme, “Celebrating the art of innovative selling”.

Organised by the Institute of Advertising Singapore, HOF 2014 handed out 16 awards to 21 winners and works. This year’s HOF honours not just the best work, but also the people behind the work for their brilliance in selling the most innovative ideas.

Big winners this year were Grey Group Singapore and DDB Group Singapore, bagging five and four awards respectively. Grey Group scored in the People, Team and Campaign categories, displaying all-rounded excellence, while DDB and Carat Singapore took home the top awards in the Company Category to be the Creative Agency of the Year and Media Agency of the Year respectively.

Fondly known as the Minister of Fun by the team in Grey Group Singapore, its CEO Subbaraju Alluri was named the Agency Head of the Year. Under his leadership, Grey Group Singapore launched its own in-house production facility GreyWorks Singapore, and saw the integration of its digital and social media arm to Grey Digital.

Also from Grey Group Singapore are winners of the Digital Specialist of the Year – Low Jun Jek, and Suit of the Year – Juhi Manwani.

The Young Talent of the Year award sees two winners for the first time in HOF history with rising stars Emir Shafri from Y&R Singapore, and Tiffany Young from BBDO Singapore.

StarHub swept the awards on the client’s end with the Brand of the Year award, and its Chief Marketing Officer, Jeannie Ong named as the Client of the Year.

The industry once again experienced the power of the IKEA “Bookbook” at the awards when the much talked about campaign by BBH Asia Pacific won the Campaign of the Year (GOLD) award. The printed IKEA 2015 catalogue, a traditional and simple product, yet pitched as the coolest and most high-tech gadget through brilliant content and amusing presentation is innovative selling at its best indeed.

The full list of HOF 2014 winners can be found in the Annex.

HOF is supported by A Pixels Photography, Black Marketing, DDB Group Singapore, Film Screen Pte Ltd, MediaCorp, Panasonic Systems Asia Pacific, Singapore Press Holdings, SingTel Advertising, SMRT Media, Shooting Gallery and Tiger Beer.

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About the Hall of Fame Awards

Into its 16th year, the 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.

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.

ANNEX

Hall of Fame 2014 Winners

People Awards	
Young Talent of the Year	Emir Shafri (Creative) - Y&R Singapore Tiffany Young (Suit) - BBDO Singapore
Digital Specialist of the Year	Low Jun Jek - Grey Group Singapore
Planner of the Year	Sonal Narain - Ogilvy & Mather Advertising Singapore
Suit of the Year	Juhi Manwani - Grey Group Singapore
Client of the Year	Jeannie Ong - StarHub
Business Lead of the Year	Fairil Yeo - VML Qais
Agency Head of the Year	Subbaraju Alluri - Grey Group Singapore
Creative Director of the Year	Neil Johnson - DDB Group Singapore
Team Awards	
Technology Team of the Year	Grey Group Singapore
Creative Team of the Year	Michael Chin & Sid Lim – DDB Group Singapore
Campaign Awards	
Campaign of the Year (Single Medium)	IKEA - “BookBook” - BBH Asia Pacific (GOLD) AWARE - “The Guardian Angel” - JWT Singapore (SILVER) Singapore Association for the Deaf - “Hearing Aide” - Grey Group Singapore (BRONZE)
Campaign of the Year (Integrated)	IKEA - “BookBook” - BBH Asia Pacific (GOLD) RSAF - “One Force” - DDB Group Singapore (SILVER) National Council on Problem Gambling - “Kick The Habit” – Goodfellas (BRONZE)

Company Awards	
Brand of the Year	Starhub
Rebel Agency of the Year	The Local
Media Agency of the Year	Carat Singapore
Creative Agency of the Year	DDB Group Singapore