

A high-contrast, black and white photograph showing the profiles of a man and a woman. The man is on the left, looking towards the right. The woman is on the right, looking towards the left. They are positioned close together, and the lighting is dramatic, highlighting their profiles against a dark background. The text is overlaid in the center.

**HALL OF
FAME
2017
ENTRY KIT**



GREAT MINDS DON'T THINK ALIKE

Diversity of thought is the lifeblood of our industry, fuelling great ideas and even greater debate.

At this year's IAS Hall of Fame Awards, we will be celebrating this diversity, putting a spotlight on those great minds that don't think alike.

As the only award show in Singapore that showcases the stellar achievements of leading personalities, advertisers, agencies and campaigns for the year, we have a platform to celebrate our differences.

The way we approach the work, our processes, our philosophies and what drives us to be better.

HALL OF FAME 2017

ABOUT

For the last 17 years the IAS Hall of Fame Awards has been the most sought after and coveted show in Singapore for one reason.

People.

It is the only advertising award show that focuses on the people behind the work. It celebrates the late nights, long weekends and endless hours of craft to make something that pushes the industry forward.

It is their determination and vision to see what others don't and create something new, exciting and unique out of nothing. These are the people we want to say thank you to, for not only creating the work that we say "I wish I did that" but work that attracts the next generation of great minds.

WE INTEND TO ATTRACT NEW TALENT BY ELEVATING THE INDUSTRY'S APPEAL THROUGH A SHOWCASE OF THE INDUSTRY'S BEST. THIS YEAR OUR TALENTS WILL BE CELEBRATED BY OUR FRIENDS AT SGAG AND THESMARTLOCAL IN THEIR OWN UNIQUE WAY.

In addition to SGAG and THESMARTLOCAL and during the run up to the 2017 Hall Of Fame Awards, nominees from various categories will also be profiled across the properties of our various media partners; Mediacorp, Clear Channel, SMRT and SPH.

AWARD CATEGORIES

People Awards

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Team Awards

–

Company Awards

–

Campaign Awards

AWARD CATEGORIES

People Awards

pg 6-16

All Agencies

- Agency Head of the Year
- Business Lead of the Year
- Strategic Planner of the Year
- Creative Director of the Year
- Rising Star of the Year **OR** Young Talent of The Year for the following
 - Strategic Planner
 - Account Service
 - Creative
 - Digital/Social/Content
 - Media

Media Owner

- Rising Star of the Year (Media Owner) ^(NEW)
- Young Talent of the Year (Media Owner) ^(NEW)

Marketer

- Client Marketer of the Year
- Rising Star of the Year (Marketer)
- Young Talent of the Year (Marketer)

Team Awards

pg 17-20

All Agencies

- Technology Team of the Year
- Social/Digital Team of the Year ^(NEW)
- Creative Team of the Year
- Media Team of the Year
- Media Sales & Marketing Team of the Year

Company Awards

pg 21-24

- Brand of the Year
- Creative Agency of the Year
- Media Agency of the Year
- Specialist Agency of the Year
- Independent Agency of the Year ^(NEW)

Campaign Awards

pg 25-29

- Content Marketing Idea of the Year
- Digital Design Campaign of the Year
- Direct Marketing Campaign of the Year
- Mobile Marketing Campaign of the Year
- Product Innovation of the Year
- Social Campaign of the Year
- Transmedia Campaign of the Year
- Best Use of Data Campaign of the Year ^(NEW)

PEOPLE AWARDS

PEOPLE AWARDS

All Agencies

AGENCY HEAD OF THE YEAR

The most effective, visionary gem that outshines all others. This leader has inspired his/her agency to exceptional brilliance by building a strong portfolio of new businesses whilst maintaining strong relationships with current clients and developing a strong internal talent pool.

Submissions must be in the form of a written entry that covers the following 4 aspects:

Leadership:

How the candidate demonstrated leadership in leading and rallying his/her agency to overcome challenges.

Champion Innovation, Creativity & Originality:

The submission should highlight campaigns that contributed to the success of the brands and agency involved. Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*.

Business Results & Milestone Achievements:

Demonstrate contribution towards the expansion of existing business, new accounts won, new service/concept developments, community & industry contributions.

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. At least one testimonial must be by a client partner.

***Must have been implemented in Singapore between January 2016 and August 2017.**

All Agencies

BUSINESS LEAD OF THE YEAR

The Business lead who has consistently and prolifically driven exceptional new business wins over the past one year; not only converting clients, but raising the creative bar for his/her brands.

Submissions must be in the form of a written entry that covers the following 2 aspects:

Business Results & Milestone Achievements:

Explain how the candidate played an integral role in bringing in new business for the agency. Demonstrate this through a minimum of three (3) and a maximum of five (5) strategic wins over the past year*, including expansion of existing business, new accounts, and new service/concept developments.

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency, and one by a client partner.

***Must have happened in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

All Agencies

STRATEGIC PLANNER OF THE YEAR

This award looks to celebrate the Strategic Leader who has consistently helped shaped ideas and creative direction through valuable insights and strategic planning.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Strategic Thinking & Innovation:

The new ideas the candidate brought to the table. Demonstrate how he/she has consistently helped shape ideas and creative direction through illuminating insights and strategic planning, through a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

All Agencies

CREATIVE DIRECTOR OF THE YEAR

The Creative Director who leads with vision, confidence and sheer creative brilliance; inspiring and mentoring his/her teams to work that has been recognised as much for its creativity as its effectiveness. Examples of the crucial role he/she has played in these campaigns should be included.

Submissions must be in the form of a written entry that covers the following 2 aspects:

Consistency in Innovation, Originality and Creativity:

Demonstrate this by submitting a minimum of three (3) and a maximum of five (5) integrated campaigns executed over the past year*. At least two-thirds of the campaigns submitted should have been implemented for actual clients of the agency.

Relationship and Ability to Mentor:

How did the candidate inspire others and make a notable difference for them? Provide evidence of positive workplace attitudes, the ability to work collaboratively, and a keenness to mentor others. Provide a minimum of two (2) and a maximum of four (4) testimonials with clear examples from clients, the creative team and management. At least one testimonial must be by a client partner.

***Must have been implemented in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

All Agencies

RISING STAR OF THE YEAR (STRATEGIC PLANNER)

The Strategist with the ability to unearth the most illuminating insights by digging deep into the psyche of consumers. This person should specifically show how his/her efforts have consistently helped shape more brilliant ideas and driven better campaign results.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Strategic Thinking & Innovation:

The new ideas the candidate brought to the table. Demonstrate how he/she has consistently helped shape ideas and creative direction through illuminating insights and strategic planning, through a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

All Agencies

RISING STAR OF THE YEAR (ACCOUNT SERVICE)

The Account Manager to Account Director-level suit who has played an integral role in rallying clients, creative, traffic and production teams to orchestrate and polish highly creative and effective campaigns, consistently.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 4 aspects:

Champion Innovation, Creativity & Originality:

The submission should highlight the candidate's influence and importance in bringing ideas to life. It should include a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Problem Solving & Initiative:

Using a minimum of two (2) and a maximum of three (3) examples, demonstrate how the candidate has made a difference and gone above and beyond his/her duties.

Knowledge and Training:

Demonstrate what they do to constantly keep themselves fresh by acquiring new skills and knowledge that helps them push not only the work but themselves further. Provide examples indicating the successful use of these skills in the advancement of his/her role.

Relationship and Attitude:

How has the candidate inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency, and one by a client partner.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

All Agencies

RISING STAR OF THE YEAR (CREATIVE)

The Creative person who has consistently delivered surprising, useful, innovative ideas that has been recognised as a distinction above the rest. This person should specifically show how his/her efforts have consistently helped shape brilliant ideas and driven better campaign results through their constant drive to push themselves further every day.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 3 aspects:

Innovation, Creativity & Originality:

Demonstrate how he/she has consistently helped shape ideas and creative direction, through a minimum of three (3) and a maximum of five (5) campaigns*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Knowledge and Training:

Demonstrate what they do to constantly keep themselves fresh by acquiring new skills and knowledge that helps them push not only the work but themselves further. Provide examples indicating the successful use of these skills in the advancement of his/her role.

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

All Agencies

RISING STAR OF THE YEAR (DIGITAL/ SOCIAL/ CONTENT)

The expert with a keen understanding of the latest in the digital/social world and blends science with art to create immersive consumer-centric digital/social experiences that drive results. He/she should have played a key role in producing brilliant solutions that helped solve problems, increase campaign effectiveness and created compelling digital/social brand experiences.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form must cover the following 3 aspects:

Strategic Thinking & Innovation:

The new ideas the candidate brought to the table. Submissions should show how the candidate has used either digital or social media/s innovatively, leading the team to deliver effective campaigns. Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*.

Business Results:

Campaigns must have clear results in relation to their intended objective(s) and must be delivered significantly through digital or social media/s. Include quantifiable results from credible sources. The submission must also highlight how the strategies were able to help brands achieve success.

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

All Agencies

RISING STAR OF THE YEAR (MEDIA)

The exceptional media practitioner who has helped brands, campaigns and ideas reach their intended audiences with greater efficacy through the use of the most innovative and engaging media platforms.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Strategic Thinking & Innovation:

The new ideas the candidate brought to the table. Demonstrate how he/she has consistently helped campaigns reach their intended audiences with valuable insights and strategic media planning; through a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

All Agencies

YOUNG TALENT OF THE YEAR (ACCOUNT SERVICE)

A fresh entrant to the industry below 30 years of age and with less than 3 years of relevant experience that has displayed a strong ability to rally clients and team members around brilliant ideas, and has played an integral role in bringing them to life.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Contribution:

Qualify and quantify exactly how the candidate has contributed to his/her organisation in the past year. Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns/ ideas executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How has the candidate inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency, and one from a client partner.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

All Agencies

YOUNG TALENT OF THE YEAR (CREATIVE)

A fresh entrant to the industry below 30 years of age and with less than 3 years of relevant experience that has displayed a strong passion to create brilliant, innovative ideas, and has played an integral role in bringing such ideas to life.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Contribution:

Qualify and quantify exactly how the candidate has contributed to his/her organisation in the past year. Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns/ideas executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How has the candidate inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency, and one from a client partner.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

All Agencies

YOUNG TALENT OF THE YEAR (DIGITAL/SOCIAL/CONTENT)

A fresh entrant to the industry below 30 years of age and with less than 3 years of relevant experience that has displayed a strong ability to rally clients and team members around innovative digital / social ideas, displaying innate understanding on how to maximise the influence of each digital / social platform, and has played an integral role in bringing them to life.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Contribution:

Qualify and quantify exactly how the candidate has contributed to his/her organisation in the past year. Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns/ideas executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How has the candidate inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency, and one from a client partner.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

All Agencies

YOUNG TALENT OF THE YEAR (MEDIA)

A fresh entrant to the industry below 30 years of age and with less than 3 years of relevant experience that has displayed a strong grasp of the media environment and has played an integral role in effectively reaching audiences through its use.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Contribution:

Qualify and quantify exactly how the candidate has contributed to his/her organisation in the past year. Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns/ideas executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How has the candidate inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency, and one from a client partner.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

Media Owner

RISING STAR OF THE YEAR (MEDIA OWNER)^{NEW!}

The exceptional candidate who has harnessed their own sales data to grow their business, adding depth and breadth to the commercial offerings. They also demonstrated a motivational force within the organisation to deliver outstanding solutions to client briefs.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 3 aspects:

Business Results & Milestone Achievements:

Explain how the candidate played an integral role in growing the business for the organisation. Demonstrate this through a minimum of two (2) and a maximum of four (4) notable campaigns over the past year*. This can be in the form of attaining a specific level of revenue, growth of customer revenue, improvement of margin/profit levels..

Problem Solving & Initiative:

Using a minimum of two (2) and a maximum of three (3) examples, demonstrate how the candidate has made a difference and have breached existing barriers to deliver a successful solution.

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the organisation.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

Media Owner

YOUNG TALENT OF THE YEAR (MEDIA OWNER)^{NEW!}

A fresh entrant to the industry below 30 years of age and with less than 3 years of relevant experience that has displayed a strong grasp of client's needs and and has played an integral role in effectively delivering successful campaigns through this insight.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Contribution:

Qualify and quantify exactly how the candidate has contributed to the success of the team / organisation in the past year. Demonstrate this through a minimum of two (2) and a maximum of four (4) campaigns/ ideas executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How has the candidate inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the organisation, and one from a client partner.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

Marketer

CLIENT MARKETER OF THE YEAR

The Client that has rallied colleagues and partners behind effective campaigns, ideas and solutions. He/she should have an outstanding portfolio of work that has been recognised externally and should include examples of the crucial role he/she played in sharing his/her brilliance to bring out the best in colleagues and agency partners.

Submissions must be in the form of a written entry that covers the following 3 aspects:

Champion Innovation, Creativity & Originality:

The submission should highlight the candidate's influence and importance in bringing ideas to life. It should include a minimum of three (3) and a maximum of five (5) campaigns executed over the last year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Problem Solving & Initiative:

Using a minimum of two (2) and a maximum of three (3) examples, demonstrate how the candidate made a difference and went above and beyond his/her duties.

Relationship and Attitude:

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the same company as the candidate, and one by an agency partner.

***Must have been implemented in Singapore between January 2016 and August 2017.**

Marketer

RISING STAR OF THE YEAR (MARKETER)

The Marketing Manager to Marketing Director-level who has played an integral role in rallying external agency teams, internal divisions within the company, to orchestrate and polish highly creative and effective campaigns, consistently.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 3 aspects:

Champion Innovation, Creativity & Originality:

The submission should highlight the candidate's influence and importance in bringing ideas to life. It should include a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Problem Solving & Initiative:

Using a minimum of two (2) and a maximum of three (3) examples, demonstrate how the candidate has made a difference and gone above and beyond his/her duties.

Relationship and Attitude:

How has the candidate inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a senior position from own company and one by an agency / service provider partner.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

PEOPLE AWARDS

Marketer

YOUNG TALENT OF THE YEAR (MARKETER)

A fresh entrant to the industry below 30 years of age and with less than 3 years of relevant experience that has displayed a strong ability to work successfully with agency and internal stakeholders. He/She demonstrated quick thinking on the job, working effectively and efficiently to bring out the best in colleagues and agency partners, delivering effective campaigns, ideas and solutions.

Candidates will be judged based on a written entry form, and a 15-minute interview. The entry form should cover the following 2 aspects:

Contribution:

Qualify and quantify exactly how the candidate has contributed to his/her organisation in the past year. Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns/ideas executed over the past year*. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).

Relationship and Attitude:

How has the candidate inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from his/her own organisation, and one from a partnering service provider/agency.

15-minute panel Interview:

Shortlisted candidates will be required to attend a 15-minute panel interview on the 3rd November 2017, which will be scored and used to help the judges to arrive at an overall assessment.

***Must have been implemented in Singapore between January 2016 and August 2017.**

A high-contrast, black and white photograph showing the profiles of two people facing each other. The lighting is dramatic, highlighting the contours of their faces and hair against a dark background. The text 'TEAM AWARDS' is overlaid in a large, bold, white font across the center of the image.

TEAM AWARDS

TEAM AWARDS

All Agencies

TECHNOLOGY TEAM OF THE YEAR

The team that has applied their expertise across various facets of tech development to bring alive the most innovative, immersive and effective tech solutions.

Submissions are to be made in the form of a written entry, which should cover the following 2 aspects:

Innovation & Originality:

Provide evidence of ground-breaking technology solutions implemented in a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*.

Relationship/Teamwork:

Provide evidence of good workplace attitudes and the ability to work collaboratively with other teams, through a minimum of two (2) examples. Examples should also describe how the team played an integral role in bringing creative ideas to life.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

All Agencies

SOCIAL/DIGITAL TEAM OF THE YEAR ^{NEW!}

The team that has applied their expertise in the latest in the digital/social world to create immersive consumer-centric digital/social experiences that drive results.

Submissions are to be made in the form of a written entry, which should cover the following 2 aspects:

Strategic Thinking & Innovation:

Provide evidence of digital or social media that were strategic/ innovative, implemented in a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*.

Relationship/Teamwork:

Provide evidence of good workplace attitudes and the ability to work collaboratively with other teams, through a minimum of two (2) examples. Examples should also describe how the team played an integral role in bringing creative ideas to life.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

TEAM AWARDS

All Agencies

CREATIVE TEAM OF THE YEAR

The creative team (minimum of 2 persons and a maximum of 6 persons in the team) that has produced brilliant work that has been consistently recognised for being creative, effective and a cut above the rest.

Candidates will be judged based on a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Innovation, Creativity & Originality:

Demonstrate this through a minimum of three (3) and a maximum of five (5) campaigns executed over the past year*.

Achievements/Milestones:

Evidence of any awards achieved.

Relationship and Attitude:

How have the candidates inspired others and made a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. At least one testimonial must be by someone in a managerial position from the agency.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

All Agencies

MEDIA TEAM OF THE YEAR

The media team, with a minimum of 3 members, that has worked together for more than 12 months, that has consistently brought together experts in media strategy, planning and buying to help brands, campaigns and ideas reach their intended audiences with greater efficacy through the use of diverse, innovative and engaging media platforms that have produced exceptional results for their clients.

Submissions must include a written entry form covering the following 3 aspects (video reel is not required):

Team Relationship & Attitude:

How have the candidates inspired and made a notable difference for each other within the team? Provide evidence of activities beyond the norm that have contributed to the team's success – example conducting training, Client sharing session, new process, / initiatives adopted) and how the team contributes to the agency culture, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. At least one testimonial must be by someone in a managerial position from the agency*.

Innovation, Creativity & Originality:

Explain how the team played an integral role in bringing together diverse skill sets from within and/or beyond the agency to help deliver innovative, engaging and effective media solutions for their clients. Provide a minimum of two (2) testimonials demonstrating the impact of the efforts internally and externally, with one (1) testimonial from an external party to showcase the impact and one (1) testimonial to showcase an internal impact that the team has made*.

Achievements/Milestones:

Evidence of any special achievements recognised.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

TEAM AWARDS

Media Owner

MEDIA SALES & MARKETING TEAM OF THE YEAR

This award is dedicated to champion the new breed of Media Sales and Marketing teams who constantly innovate to create new solutions. The team that successfully brings together key members from different divisions within the media company to deliver a new solution / campaign for a brand or business.

The team who customises solution to leverage key advantages of their platform across a new combination of synergistic channels. All to deliver exceptional results for the brand or business.

Submissions are to be made in the form of a written entry that should cover the following 4 aspects:

Strategic Thinking:

Demonstrate strong strategic thinking that led to the establishment of sharp insights and objectives.

Imagination, Innovation & Integration:

Demonstrate ground-breaking innovation and creativity in branding and execution, comprehensive planning, and intelligent use of media channels.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include social engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

Relationship/ Teamwork:

Provide evidence of good workplace attitudes and the ability to work collaboratively with other teams, through a minimum of two (2) examples. Examples should also describe how the team played an integral role in bringing the creative idea to life.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.



**COMPANY
AWARDS**

COMPANY AWARDS

BRAND OF THE YEAR

The brand that has consistently delivered brilliant campaigns that are recognised for imagination, innovation and impact as a testament to its commitment to the power of branding.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Strategic Thinking:

Commitment to insightful, strategic thinking.

Imagination & Innovation:

Commitment to innovation and imagination in branding concepts, creative execution and the creative planning and use of media channels.

Campaign Performance:

Commitment to campaign performance and results in relation to intended objective(s). Be sure to include quantifiable results from credible sources.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

CREATIVE AGENCY OF THE YEAR

The agency that has demonstrated the most outstanding track record in building its business results, its clients' brands, and its talent base in order to consistently deliver innovative creative and effective communication for its clients.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 5 aspects:

Creativity & Originality:

What differentiates this agency? How is its work more innovative and original than others?

Staff Retention and Training:

How is the agency committed to developing its people and their talents?

Business Results & Milestone Achievements:

Has the agency grown existing business, won new accounts, developed new services/concepts, or contributed to the community/industry?

Company Standing:

Name outstanding achievements and how they have been recognised.

Client Results:

What business results has the agency realised for its clients? Provide clear examples, including specific results and targets met/surpassed.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

COMPANY AWARDS

MEDIA AGENCY OF THE YEAR

The agency that has demonstrated the most outstanding track record in the most innovative and effective use of communication channels to produce celebrated advertising campaigns and significant results for its clients.

Submissions must include a written entry form which should cover the following 5 aspects (video reel is not required):

Creativity & Originality:

What differentiates this agency? How is its work more innovative and original than others?

Staff Retention and Training:

How is the agency committed to developing its people and their talents?

Business Results & Milestone Achievements:

Has the agency grown existing business, won new accounts, developed new services/concepts, or contributed to the community/industry?

Company Standing:

Name outstanding achievements and how they have been recognised.

Client Results:

What business results has the agency realised for its clients? Provide clear examples, including specific results and targets met/surpassed.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

SPECIALIST AGENCY OF THE YEAR

The agency, big or small, from any specialist marketing disciplines (excludes Creative & Media agencies), example Branding, Social Media, PR, Research, UX; that has demonstrated an outstanding record in building its business results, its client brands, and its talent base in order to deliver innovative, creative and effective communication for its clients.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 2 aspects:

Creativity, Originality, Boldness:

Explain how and why the agency has consistently pushed the boundaries through a portfolio of ideas/solutions created. Nominee can choose to showcase work for a single client/brand or from a range of different clients/brands.

Impact on Market:

Demonstrate how the ideas, solutions or campaigns made a difference within the category/ current market landscape. Provide examples with results.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

COMPANY AWARDS

INDEPENDENT AGENCY OF THE YEAR NEW!

Independent agencies and agencies that are not majority owned by a holding company or network are eligible to enter the 'Independent Agency of the Year' category. All disciplines are welcome. Entrants must be majority-independent owned, or at minimum 51 per cent privately-held. Agencies that are not eligible are those who are either majority or fully-backed by a holding company.

The agency that has demonstrated the most outstanding track record in building its business results, its clients' brands, and its talent base in order to consistently deliver innovative creative and effective communication for its clients.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 5 aspects:

Creativity & Originality:

What differentiates this agency? How is its work more innovative and original than others?

Staff Retention and Training:

How is the agency committed to developing its people and their talents?

Business Results & Milestone Achievements:

Has the agency grown existing business, won new accounts, developed new services/concepts, or contributed to the community/industry?

Company Standing:

Name outstanding achievements and how they have been recognised.

Client Results:

What business results has the agency realised for its clients? Provide clear examples, including specific results and targets met/surpassed.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.



**CAMPAIGN
AWARDS**

CAMPAIGN AWARDS

CONTENT MARKETING IDEA OF THE YEAR

The content marketing campaign (film or branded content) that has demonstrated the best use of strategy and creativity to deliver high engagement, impact and effectiveness against its objectives.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Strategic Thinking:

Demonstrate clearly-defined objectives and insights.

Imagination & Innovation:

Demonstrate ground-breaking innovation and creativity, comprehensive planning, and intelligent use of content marketing platforms.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

DIGITAL DESIGN CAMPAIGN OF THE YEAR

A portal, website or digital campaign that demonstrates the very best of digital destination design.

It should showcase how clarity of audiences, digital innovation and creative thinking came together to produce a distinctive and effective digital product.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Strategic Thinking:

Demonstrate clearly-defined objectives, strategies and audience-focused design principles.

Imagination & Innovation:

Demonstrate ground-breaking innovation and creativity in digital design, comprehensive planning, and intelligent use of the digital platform.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include social engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

CAMPAIGN AWARDS

DIRECT MARKETING CAMPAIGN OF THE YEAR

The direct marketing campaign that has demonstrated the best use of strategy and creativity to deliver exceptional response rates and high ROI.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Strategic Thinking:

Demonstrate clearly-defined objectives and insightful direct marketing strategies.

Imagination & Innovation:

Demonstrate ground-breaking innovation and creativity in direct marketing solutions, comprehensive planning, and intelligent use of one or more direct marketing platforms.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

MOBILE MARKETING CAMPAIGN OF THE YEAR

The campaign that has demonstrated the most innovative and effective use of mobile to deliver a high level of consumer engagement and exceptional results for the business.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Strategic Thinking:

Demonstrate clearly-defined objectives and insightful mobile strategies.

Imagination & Innovation:

Demonstrate ground-breaking innovation and creativity in mobile marketing solutions, comprehensive planning, and intelligent use of the mobile platform.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

CAMPAIGN AWARDS

PRODUCT INNOVATION OF THE YEAR

An outstanding product innovation that has changed the way consumers or businesses do things, for the better. It has addressed a specific problem by helping people achieve what they want to in ways that are better, easier or faster.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Strategic Thinking:

Demonstrate a clearly-defined problem and objective that led to the creation of the product innovation.

Imagination & Innovation:

Demonstrate ground-breaking innovation and ingenuity in the way the solution has resolved the stated problem or turned it into an opportunity.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

Product innovations must have been implemented in Singapore between January 2016 and August 2017.

SOCIAL CAMPAIGN OF THE YEAR

The campaign that demonstrates the best use of the strengths of social media to deliver a brilliantly innovative, powerful and effective campaign.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Strategic Thinking:

Demonstrate clearly-defined objectives and social strategies.

Imagination & Innovation:

Demonstrate ground-breaking innovation and creativity, comprehensive planning, and intelligent use of social media. Campaigns submitted can be for a single social platform or multiple.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include social engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

All referenced work must have been implemented in Singapore between January 2016 and August 2017.

CAMPAIGN AWARDS

TRANSMEDIA CAMPAIGN OF THE YEAR

The campaign that has most effectively leveraged a single, powerful idea across a combination of synergistic channels to deliver exceptional results for the brand or business.

Submissions must include a written entry form, and a creative reel (no longer than 4 minutes), both of which should cover the following 3 aspects:

Strategic Thinking:

Demonstrate strong strategic thinking that led to the establishment of sharp insights and objectives.

Imagination, Innovation & Integration:

Demonstrate ground-breaking innovation and creativity in branding and execution, comprehensive planning, and intelligent use of media channels.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s). These metrics can include engagement, ROI, and results that measure the successful use of content, conversation, and community engagement.

All referenced work (ideas, campaigns, achievements, results) must have been done in Singapore between January 2016 and August 2017.

BEST USE OF DATA CAMPAIGN OF THE YEAR NEW!

Recognising the role of data in an effective communications strategy,

Specifically, this award recognizes the best use of data in the following three (3) areas:

- **“Realtime-ness”** – which reflects the flexibility and agility of a campaign that evolves and is optimised in real-time based on data as the campaign runs;
- **Audience identification** – which reflects a campaign where data is best used to help to identify the most effective audience segmentation for that campaign
- **Channel attribution** – which reflects a campaign’s channel attribution model driven by insights that is derived from the use of data.

Your written entry should cover the following aspects (Creative reel is optional) :

Strategic Thinking:

Demonstrate clearly-defined objectives and how data was important for targeting or how data allowed the brand to do something new.

Insights:

Explain why this strategy was the right one to meet the client’s objectives, and why it is worthy of recognition. What conclusions did you draw about the behaviour/ needs of the target market, and how did this feed into a marketing communications channel strategy? Include all the data that backed up your ideas.

Campaign Performance:

Campaign performance must be demonstrated using clear, quantifiable results from credible sources in relation to their intended objective(s).

All referenced work must have been implemented in Singapore between January 2016 and August 2017.

HOW TO ENTER

HOW TO ENTER

- Read this brochure thoroughly, Noting judging criteria for each award as well as the Rules of Entry.
- Download the official ENTRY KIT, CREDITS FORM and ENTRY FORM/S from <http://ias.org.sg/hof/award-categories-and-forms/>
- Complete the ENTRY FORM/S and CREDITS FORM.
- Each submission must not exceed 2 pages.
- Each submission MUST be accompanied by a separate type-written CREDITS FORM.
- Submit all documents to the IAS Office by the entry deadline or extended deadline date:

Institute of Advertising Singapore (IAS)
60 Paya Lebar Road
#05-14 Paya Lebar Square
Singapore 409051

Tel: 6220 8382

Website: www.ias.org.sg/hof/

RULES OF ENTRY

- Supplementary to the submission requirements listed above in detailed descriptions of the awards.
- Competition open only to companies operating in Singapore.
- Work is only eligible if execution took place in Singapore between January 2016 and August 2017.
- Further evidence may be required and requested for by the judges on a need-to-know/case-by-case basis. Entrants who do not supply such supplementary information may be disqualified at the discretion of the organising committee, without any notice or explanation.
- The organisers reserve the right to reproduce any materials submitted for the promotion of the Hall of Fame Awards.
- The organisers are not responsible for the loss or damage of and submissions or entry forms.
- All entries and supporting documents are non-returnable.
- The decisions of the Academy of Judges are final. No enquires or comments will be entertained.
- Criteria, rules and submission requirements set out within the category and specific award guidelines elsewhere in this brochure are to be treated as part of the rules of entry.
- Submissions that do not meet the entry criteria in full will be disqualified, in which case, entry fees will not be refunded.
- Ensure all information provided is accurate and correct. No further change will be entertained after the final submission deadline.

FORMATS & SPECIFICATIONS

Below details the formats and specifications in which written and creative work entries must be submitted. Please supply this study this section carefully. Failure to comply may result in an entry being disqualified at the discretion of the Academy of Judges.

Written Submission

- Submit 15 copies of your written submission.
- These must be typewritten on A4-sized hard copies of the Official Entry Submission Form, which is available on the IAS Hall of Fame website at: www.ias.org.sg/hof/
- Each submission must not exceed 2 pages (refer to the form on the website) and to be in either .doc or .pdf format.
- For People categories, you may submit your entries in the form of the creative piece e.g. a book, a video, etc, as long as it contains the required information based on the award criteria. There is no limit on the number of pages if you are submitting a creative piece.

Note:

Please include a softcopy of all submitted materials in either a thumbdrive or a DVD at submission.

Creative Work Submissions

- These are limited to a maximum of eight (8) individual exhibits of A4-4 sized per award in .jpeg format.
- Only Company category entries may run to 15 exhibits (A4-size) in .jpeg format.
- Please submit a creative reel (up to 4 minutes) containing all your creatives in .mov or .avi format.

SEND ALL ENTRIES TO:

IAS HALL OF FAME AWARDS 2017
Institute of Advertising Singapore
60 Paya Lebar Road, #05-14
Paya Lebar Square, Singapore 409051

ENTRY DEADLINES

ON-TIME Deadline

**October 9th, 2017
Monday
5pm**

FINAL Deadline

**October 16th, 2017
Monday
5pm**

ENTRY FEE

PER SUBMISSION

Award Categories	On-time entry before 5pm, Monday, October 09, 2017	
	IAS Member	Non-IAS Member
People / Team Awards	Free	Free
Company / Campaign Awards	\$250	\$350

Entries will not be accepted if they are not accompanied with full payment or if they are incomplete in any way. An entry must physically be in the IAS office to be considered on-time.

Payment should be made by cheque only, made out to "Institute of Advertising Singapore".

Award Categories	Final Deadline Before 5pm, Monday, October 16, 2017	
	IAS Member	Non-IAS Member
People / Team Awards	Free	Free
Company / Campaign Awards	\$350	\$450

For enquiries, please contact Cassandra at Tel: 6220-8382 or email hof@ias.org.sg

AWARDS DATE

HALL OF FAME 2017 AWARDS LUNCHEON

**24th November 2017,
11.30am – 3pm**

The St. Regis Singapore
John Jacob Ballroom

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