

HALL OF FAME AWARDS 2017 - ENTRY FORM

COMPANY AWARDS CATEGORY

Brand of the Year

Name of Brand: Please enter here

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:

1. Strategic Thinking

Commitment to insightful, strategic thinking.

Please enter here

2. Imagination & Innovation

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

Please enter here

3. Campaign Performance

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

Please enter here

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