

HALL OF FAME AWARDS 2017 - ENTRY FORM

COMPANY AWARDS CATEGORY

Independent Agency of the Year

Name of Brand: Please enter here

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:

1. Creativity & Originality

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

Please enter here

2. Staff Retention & Training

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

Please enter here

3. Business Results & Milestone Achievements

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

Please enter here

4. Company Standing

Name outstanding achievements and how they have been recognised.

Please enter here

5. Client Results

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

Please enter here

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