

## HALL OF FAME AWARDS 2017 - ENTRY FORM

### PEOPLE AWARDS CATEGORY

#### Rising Star of the Year (Strategic Planner)

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Name: Please enter here

The Strategist with at least 4 years of experience, 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 on the 3<sup>rd</sup> November 2017. The entry form should cover the following 2 aspects:**

#### 1. 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).*

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#### 2. 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.*

Please enter here

# HALL OF FAME 2017

*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.*