

## HALL OF FAME AWARDS 2017 - ENTRY FORM

### COMPANY AWARDS CATEGORY

#### Specialist Agency of the Year

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Name of Agency: Please enter here

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:**

#### **1. 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.*

Please enter here

#### **2. Impact on Market**

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

Please enter here

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