

## **FOR IMMEDIATE RELEASE**

### **A Celebration Where Brilliant Minds Of The Industry Are Celebrated**

Singapore, 26 November, 2015 – The Hall of Fame Awards (HOF) 2015 culminated with an Awards Gala Dinner on 26 November at Gardens By The Bay , Flower Field Hall, which was transformed into a walk of fame for the people it honoured – in line with this year’s theme, “True Brilliance Can’t Be Ignored”. It rolled out the red carpet for its winners which were sparkling brighter than ever.

Organised by the Institute of Advertising Singapore, this year’s HOF recognised the diverse talents behind the best work across the industry – from media to creative communications.

**Rowena Bhagchandani, Chairman of Hall of Fame Awards 2015**, MD of DDB Group Singapore said that unlike most award shows that only celebrate the work, HOF wants to exalt the people behind the work. The madmen and women who spend late nights crafting, weekends pitching and their sick days replying to ‘urgent’ emails. These folks are the lifeblood of our industry and HOF wants to recognise, reward and keep them in the business. All this, with the added goal of attracting more superb talents just like them to inject vigour into the industry.

#### **Says Shufen Goh, President of Institute of Advertising Singapore, Principal of R3 worldwide**

"Hall of Fame is not about awards. It's about celebrating Ideas People, who deserve recognition for their exemplary contribution and grit in championing creativity."

Big winners this year were DDB Group Singapore and BBH Asia Pacific, for bagging wins across a range of categories. Notable wins across other agencies were from TBWA, iris, J. Walter Thompson, Grey, StarCom and Havas Media. MediaCorp picked up Media Sales and Marketing Team of the Year – a new category introduced to celebrate collaboration between Sales and Marketing functions. TBWA clinched the largest overall number of People Award category wins whilst DDB took home the largest number of awards across the various categories including the coveted Creative Agency of the Year and the Creative Team of the Year for the team behind StarHub’s ‘Home, by Homes’ campaign. The evening also saw Ms.Tze Kuen Yeong from IKEA named Client of the Year whilst StarHub was crowned Brand of the Year.

## HALL OF FAME AWARDS 2015 : WINNERS

PEOPLE AWARDS				
CATEGORY	ORGANISATION	NAME OF INDIVIDUAL	AGENCY	
1	AGENCY HEAD OF THE YEAR	DDB Group Singapore	David Tang	
2	BUSINESS LEAD OF THE YEAR (CREATIVE)	DDB Group Singapore	Joshua Lee	
3	BUSINESS LEAD OF THE YEAR (MEDIA)	Starcom MediaVest Group	Joshua Kwah	
4	CLIENT OF THE YEAR	IKEA	Tze Kuen Yeong	BBH Asia Pacific
5	CREATIVE DIRECTOR OF THE YEAR	TBWA)Group Singapore	Gary Steele	TBWA)Group Singapore
6	DIGITAL SPECIALIST OF THE YEAR	TBWA)Group Singapore	Tuomas Peltoniemi	TBWA)Group Singapore
7	MEDIA SPECIALIST OF THE YEAR	Havas Media Asia Pacific Pte Ltd	Kim Farn	Havas Media Asia Pacific Pte Ltd
8	PLANNER OF THE YEAR	TBWA)Group Singapore	Natalie Gruis	TBWA)Group Singapore
9	SUIT OF THE YEAR AWARD	J. Walter Thompson Singapore	Jude Foo	J. Walter Thompson Singapore
10	YOUNG TALENT OF THE YEAR (ACCOUNT SERVICE)	J. Walter Thompson Singapore	Lynette Chua	J. Walter Thompson Singapore
11	YOUNG TALENT OF THE YEAR (CREATIVE)	TBWA)Group Singapore	Lena Paik	TBWA)Group Singapore
12	YOUNG TALENT OF THE YEAR (MEDIA)	OMD	Meissa Tan	OMD
TEAM AWARDS				
CATEGORY	ORGANISATION	CAMPAIGN TITLE		
13	MEDIA SALES AND MARKETING TEAM OF THE YEAR	MediaCorp Pte Ltd	SGSO Design-A-Tree	
14	CREATIVE TEAM OF THE YEAR	DDB Group Singapore	StarHub Home By Homes	
15	MEDIA TEAM OF THE YEAR	Starcom Mediavest Group	The Unofficial Official Beer of Singapore	
CAMPAIGN AWARDS				
ORGANISATION	CAMPAIGN TITLE	CLIENT	AGENCY	
TRANSMEDIA CAMPAIGN OF THE YEAR				
16	iris Worldwide Singapore	Rebuilding the Singapore Spirit with LEGO	LEGO Singapore	iris Worldwide Singapore (GOLD)
17	BBH Asia Pacific	NTUC Income Future Made Different		BBH Asia Pacific (SILVER)
18	StarHub Limited	StarHub Home by Homes		DDB Group Singapore (BRONZE)
SOCIAL CAMPAIGN OF THE YEAR				
19	StarHub Limited	StarHub Home by Homes		DDB Group Singapore (GOLD)
20	Breast Cancer Foundation	Logos Against Breast Cancer		DDB Group Singapore (SILVER)
21	iris Worldwide Singapore	Philips Airfryer - Lose the oil, not the love	Philips Electronic (S) Pte Ltd	iris Worldwide Singapore (BRONZE)
MOBILE MARKETING CAMPAIGN OF THE YEAR				
22	McDonald's Singapore	Wake Me Up Before You Go Go... For Breakfast	McDonald's Singapore	DDB Group Singapore (GOLD)
23	BBH Asia Pacific	Chupe Chups Get Loll!		BBH Asia Pacific (SILVER)
24	iris Worldwide Singapore	Diageo, Johnnie Walker Blue Label Digital Mentor	Johnnie Walker	iris Worldwide (BRONZE)
PRODUCT INNOVATION OF THE YEAR				
25	British Council Singapore	British Council Singapore Visual Dictionary	British Council Singapore	Grey Group Private Limited (GOLD)
26	BBH Asia Pacific	NTUC Income Advisers Connect		BBH Asia Pacific (SILVER)
27	McDonald's Singapore	Wake Me Up Before You Go Go... For Breakfast	McDonald's Singapore	DDB Group Singapore (BRONZE)
DIGITAL DESIGN CAMPAIGN OF THE YEAR				
28	iris Worldwide Singapore	Diageo, Johnnie Walker Blue Label Digital Mentor	Johnnie Walker	iris Worldwide Singapore (GOLD)
29	StarHub Limited	StarHub.com		DDB Group Singapore (SILVER)
30	Nikon Singapore	Nikon, Heartography	Nikon Singapore	J. Walter Thompson Singapore (BRONZE)
CONTENT MARKETING CAMPAIGN OF THE YEAR				
31	Ministry of Communications and Information	The Pioneer Generation Show		DDB Group Singapore (GOLD)
32	BBH Asia Pacific	NTUC Income OrangeAid - Last Day of School		BBH Asia Pacific (SILVER)
33	StarHub Limited	StarHub Home by Homes		DDB Group Singapore (BRONZE)
COMPANY AWARDS				
CATEGORY	ORGANISATION	AGENCY		
34	BRAND OF THE YEAR	StarHub Limited		DDB Group Singapore
35	CREATIVE AGENCY OF THE YEAR	DDB Group Singapore		DDB Group Singapore
36	REBEL AGENCY OF THE YEAR	iris Worldwide Singapore		iris Worldwide Singapore

(Refer to attachment)

HOF 2015 was supported by MediaCorp, Asia Pacific Breweries, Black Marketing, CitiGems, Cold Storage, DDB, Leo Burnett, Moove Media, Shooting Gallery, Singtel, SMRT, SPH Digital, SPH Newspaper, The Edge, Z pixel

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### **About the Hall of Fame Awards**

Into its 17th year, the HOF Awards is the brainchild of the Institute of Advertising Singapore (IAS). The HOF Awards celebrate outstanding achievements and breakthrough ideas in creative communications, and uphold the talents behind these works.

Some of the industry's exceptional movers and shakers recognised by the HOF over the years include Ian Batey, Ho Kwon Ping, Jim Aitchison, Neil Montefiore, Linda Locke, Rod Pullen, Fanny Lai, Terry O'Connor, David Tang and Tan Suee Chieh.

### **About the Institute of Advertising Singapore**

The Institute of Advertising Singapore (IAS) was founded in 1990 with the aim to position Singapore as an internationally recognised "centre of excellence" with world class advertising professionals, international best practices and industry leading creative output. The IAS has several highly successful business platforms for the advertising and marketing communities to meet, collaborate and raise the standards of the industry as well as encourage continuous education. In 2008, the Institute of Advertising conceptualised and launched the successful World Effie Festival (WEF) and the Asia Pacific Effie Awards. The IAS has also organised the Singapore International Advertising Congress since 1998. It is the national organiser for the Singapore Advertising Hall of Fame Awards as well as the Academy of Judges (For Advertising & Marketing Awards), The Academy of Creative Directors and The Annual Wall Poster campaign for Singapore's Most Influential Creative Directors. It also organised the Effie Singapore Awards, which is recognised worldwide as the gold standard for marketing effectiveness.