

## PRESS RELEASE

### Effie Award Singapore 2016 Call for Entries Now Open

Singapore, February 16, 2016 - The Effie Awards Singapore organising committee and the Institute of Advertising Singapore today announced that the Call for Entries is now open for Effie Award Singapore 2016.

John Hadfield, CEO BBH Asia Pacific and Chairman of the Effie Award Singapore 2016, said,

**“It’s great to be involved in the Effies. As an industry, we’re sometimes seen to focus on the wrong things, so it’s important to celebrate those that focus on the right ones.”**

Added Goh Shufen, President of Institute of Advertising Singapore (IAS); Principal and Co-Founder, R3WW,

**“For the industry to continue to grow and to attract talents, it is important for us to celebrate top marketing efforts that achieved high effectiveness levels as it is increasingly challenging to communicate effectively to a distracted audience. Effie Award Singapore presents a great opportunity to do so.”**

The mission of the Effie Awards is to honor the marketing communications industry’s most effective work and to celebrate the insightful strategies and great ideas that achieve real results.

For the second year, IAS will be organizing a workshop on how to write winning entries for the EFFIES. On 18 February 2016, **Ed Booty** (Head of Strategy - Publicis APAC), **Frederick Tong** (Strategy Director – DDB Group Singapore) and **Gayatri Srikant** (Account Director - Millward Brown) will provide tips on how to put together an award winning submission. There are limited seats available (first come, first served), email [courses@ias.org.sg](mailto:courses@ias.org.sg) to register your interest for the workshop. Participation is free for all IAS member agencies.

For more information, please contact Ms May Loong, Executive Director, IAS, Tel: 6220 8382 or visit the website [www.ias.org.sg/effies](http://www.ias.org.sg/effies).

### **About The Effies Awards**

Known globally as the pre-eminent award in the industry, the Effie Awards identify the most significant achievement in marketing communications: ideas that work. Successfully combining all the disciplines of marketing communications, the Effie Awards' mission is to honour the most outstanding marketing communication works that demonstrate insightful strategy, outstanding creativity and proven results in meeting strategic objectives. Effie Singapore, run by Institute of Advertising, Singapore (IAS), honours effective marketing communications across Singapore. It is a chance to celebrate the impact of the partnership between clients and agencies and to inspire people in our industry with the best of the best.

### **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.

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