

FOR IMMEDIATE RELEASE

ANNOUNCING THE 53 WINNERS OF THE HALL OF FAME 2018

Singapore, 30 November 2018 – The Institute of Advertising Singapore (IAS) was proud to announce the 53 winners for Hall of Fame 2018 Awards at its Gala Luncheon. Over 350 guests comprising of Singapore’s most dynamic teams - both from agencies & clients turned up in full support, for an afternoon of celebration and distinction at Gardens by the Bay Flower Dome, Flower Field Hall. A special thank you to our esteemed guest, Mr. Howie Lau, Chief Industry Development Officer, Industry Development Group from Info-communications Media Development Authority (IMDA) for attending the awards ceremony.

This year attracted 49% more entries than projected, largely contributed by 30 new award categories that were added to the list. There were also notable spikes in entries received from marketers, media owners and independent agency segments.

BLKJ emerged as top winner with a total of 14 wins under its belt, including Creative Agency of the Year. GOODSTUPH was awarded both the Specialist Agency of the Year as well as Independent Agency of the Year for the 2nd year in a row, keeping up with their consistent performance. The highly coveted Brand of the Year was won by Singtel followed by Marcus Chew of Income who was named Marketer of the Year. Ara Hampartsoumian clinched the title of Agency Head of the Year.

Chris Chiu, Chief Judge of Hall of Fame Awards 2018, Group Chief Creative Officer, DDB Group Singapore said:

“At this year’s Hall of Fame, we celebrate truly deserving winners who have spent the last 12 months creating the best campaigns in Singapore. As a testament to the quality of the finalists, the winning margins in this year’s competitions were very, very tight. Many, decided by less than a point. This was the case across several categories from campaigns to people awards. Which is why even attaining a finalists nod is truly something to be proud of and well worthy of celebration. Congratulations to all the worthy finalists and winners.”

Goh Shufen, President of IAS, Co-founder & Principal of R3 Worldwide added:

“It is a proud moment that we witness an increasing diversity of industry segments coming together to celebrate their bright talents. Independent, savvy, creative, brave – these qualities are within the people, teams and organisations. Entries continue to grow and thrilled that IAS is able to achieve this with the full support of the industry.”

The Hall of Fame Awards 2018 is supported by Mediacorp Pte Ltd (Official Media Partner); Asia Pacific Breweries (Singapore) Pte Ltd, Burda International Asia, Facebook, GOODSTUPH Private Limited, SGAG Media Pte Ltd, Shooting Gallery Asia, Singapore Press Holdings, The X Collective Pte Ltd, YOKU MOKU and ZPixel.

For more information on Hall of Fame 2018 Awards, please call: Kim Fam
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About the Singapore Advertising Hall of Fame Awards

Since 1998, the IAS Hall of Fame Awards has been the most sought after and coveted show in Singapore for one reason. People.

It is the only advertising award show that focuses on the people behind the work. It celebrates the late nights, long weekends and endless hours of craft to make something that pushes the industry forward.

It is their determination and vision to see what others don't and create something new, exciting and unique out of nothing. These are the people we want to say thank you to, for not only creating the work that we say "wish I did that" but work that attracts the next generation of great minds.

Our intent is to attract new talent by elevating the industry's appeal through showcase of the industry's best.

About the Institute of Advertising, Singapore

IAS' Mission:

- To help the marketing communications industry in Singapore shape its future (innovate) and enable it to take a Global leadership role.
- To develop industry talents through three pillars of activity:
 - Education
 - Excellence (awards)
 - Exchange (enabling the network)

Background:

Formed in 1990, the IAS (Institute of Advertising, Singapore) is a not-for-profit organization that represents all parties in the marketing communications industry including marketing companies, media owners and their agencies.

Its remit is to help the marketing communications industry in Singapore shape its future in a global leadership role. The IAS does this by focusing on the development of its key asset, talent. As businesses that are centred on people and ideas, the attraction, development and the retention of talent is, without doubt, the number one priority for the industry.

The IAS organises educational events and programs, celebrates best practice (through award shows – Effies, APPIES, Hall of Fame Awards) and facilitates the exchange of information and ideas.

Hall of Fame 2018 Winner List

People Award

NAME OF AWARD	ORGANISATION	NAME OF INDIVIDUAL
Account Lead of the Year	TBWA\Singapore	Dawn Lee
Agency Head of the Year	TBWA\Singapore	Ara Hampartsoumian
Client Marketer of the Year	Income	Marcus Chew
Content Lead of the Year	BLKJ	He Ruiming
Creative Lead of the Year	BLKJ	Lester Lee
Digital Practitioner of the Year	R/GA Singapore	Sebastien Py
New Business Lead of the Year	dentsu X	Jessica Beaton
Rising Star of the Year - Account Servicing	GOVT Singapore	Vanessa Aguirre Tan
Rising Star of the Year - Content	dentsu X	Anette Lok
Rising Star of the Year - Digital	TBWA\Singapore	Abigail Kwek
Rising Star of the Year - Social	BLKJ	Lyla Huang YanLing
Rising Star of the Year - Strategic Planner	TBWA\Singapore	Celine Asril
Unsung Hero of the Year	GOODSTUPH	Angela Foo

Team Award

NAME OF AWARD	ORGANISATION	NAME OF TEAM
Client Marketing Team of the Year	Income	Income Marketing Team
Content Team of the Year	BLKJ	BLKBUSTER x SCOOT
Creative Team of the Year	BLKJ	Sid & Michael

Company Award

NAME OF AWARD	ORGANISATION
Brand of the Year	Singtel
Creative Agency of the Year	BLKJ
Independent Agency of the Year	GOODSTUPH
Specialist Agency of the Year	GOODSTUPH

Campaigns Award

NAME OF AWARD	TITLE OF ENTRY	CLIENT	ORGANISATION	WINNER
Best Client-Initiated Idea	Nas Daily at Changi Airport	Changi Airport Group		Silver
Best Client-Initiated Idea	"Humble Brag"	Scoot		Bronze
Best Experiential Marketing Campaign	Heineken F1 - Upclose and Personal	APB Singapore	DDB Group Singapore	Gold
Best Experiential Marketing Campaign	The LampPost Project	SAMH	DDB Group Singapore	Silver
Best Experiential Marketing Campaign	Tiffany Paper Flowers Singapore Launch	Tiffany&Co	Iris	Bronze
Best Integrated Media Campaign	The World's Fastest Band	StarHub	BLKJ	Gold
Best Integrated Media Campaign	Income: Fear Less	Income	BBH Singapore	Silver
Best Integrated Media Campaign	Singtel: You Make The Call	Singtel	BBH Singapore	Silver
Best Integrated Media Campaign	Singtel: Fuss-Free Fibre	Singtel	BBH Singapore	Bronze
Best Integrated Media Campaign	UOB Retail: Launch of Stash Account	United Overseas Bank	BBH Singapore	Bronze
Best Media Partnership Campaign	UOB BizSmart Campaign	United Overseas Bank		Silver
Best Real-Time Response Campaign	SPCA #WTF	SPCA	Iris	Gold
Best Real-Time Response Campaign	Nas Daily at Changi Airport	Changi Airport Group	GOODSTUPH	Silver
Best Real-Time Response Campaign	IKEA Social "Newsjackhacking"	IKEA	BBH Singapore	Silver
Best Use of Consumer Insights	IT'S NOT WANDERLUST. IT'S WANDERMUST.	Scoot	BLKJ	Gold
Best Use of Consumer Insights	UOB Brand: Generations	United Overseas Bank	BBH Singapore	Gold
Best Use of Consumer Insights	Grades Before the Grades	StarHub	BLKJ	Silver
Best Use of Consumer Insights	UOB Business Banking: Fortune Cat	United Overseas Bank	BBH Singapore	Silver
Best Use of Content	IKEA Human Catalogue	IKEA	BBH Singapore	Gold
Best Use of Content	The World's Fastest Band	StarHub	BLKJ	Gold
Best Use of Content	IT'S NOT WANDERLUST. IT'S WANDERMUST.	Scoot	BLKJ	Silver
Best Use of Content	McDonald's Ramadan	Hanbaobao Pte Ltd	DDB Group Singapore	Bronze
Best Use of Digital	Year with Uber Campaign	Uber	R/GA Singapore	Gold
Best Use of Digital	All I Want for Christmas is Heineken	APB Singapore	DDB Group Singapore	Silver
Best Use of Digital	Most Awesome & Resourceful Intern Ever	Scoot	BLKJ	Silver
Best Use of Digital	HSBC Undercover Santa	HSBC	Ogilvy Singapore	Bronze
Best Use of Influencers	IKEA Human Catalogue	IKEA	BBH Singapore	Gold
Best Use of Influencers	The World's Fastest Band	StarHub	BLKJ	Gold
Best Use of Influencers	Singtel: You Make the Call	Singtel	BBH Singapore	Silver
Best Use of Influencers	Ready Set Roam	Singtel	GOODSTUPH	Silver
Best Use of Influencers	Philips Speedpromax	Philips	Iris	Bronze
Best Use of Social	Scoot is F*cking Savage	Scoot	BLKJ	Gold
Best Use of Social	IKEA Human Catalogue	IKEA	BBH Singapore	Silver