

FOR IMMEDIATE RELEASE

Hall of Fame Awards 2014 to Honour the Top Talents in the Industry

Singapore, 29 September 2014 – The Institute of Advertising Singapore (IAS) is calling for entries for the Hall of Fame Awards 2014. The Hall of Fame Awards – the only award show in Singapore that celebrates the stellar achievement of leading personalities, advertisers, agencies and campaigns – sees a revamp this year with new award categories and a bigger way to celebrate the best talents in the industry.

Themed ‘Celebrating the art of innovative selling’, this year’s Hall of Fame Awards focuses on recognising the importance of innovative selling, especially in the media and advertising industry. It is crucial to understand the correlation in selling good ideas. It is not about just having good ideas, it is about selling these ideas and making them happen.

To honour not just the most innovative work, but also the people for their brilliance in selling the most innovative ideas, Hall of Fame Awards 2014 introduces nine new award categories to commend teams and individuals for their remarkable work across all disciplines

Sharing what Hall of Fame Awards mean to the industry this year, Ms Jeslyn Tan, Chairman of the Hall of Fame Awards 2014, Senior General Manager of SMRT Media & Digital Business said, “We are reinventing The Hall of Fame with new award categories, to celebrate the best talents and innovation in the industry. The limelight will be on PEOPLE. People who make the work tick. We want to celebrate the achievements of these leading individuals and reward them with the fame they deserve – not just for the moment, but one that lives on and leaves a mark in the Hall of Fame.”

“Winners will be celebrated in a bigger way this year. On top of receiving recognition at the awards gala dinner, stories of their achievements will be also be featured in the different types of media we are working with. The celebration is nationwide, not only within the industry”, added Ms Tan.

The Hall of Fame 2014 will round up the year’s worth of sweat, hard work and long hours by exceptional talents in the industry, at a Gala Dinner held on 14 November at Alkaff Mansion.

The Hall of Fame Awards 2014 is supported by Black Marketing, MediaCorp, Singapore Press Holdings SMRT Media and Tiger Beer.

Entry submissions are open from now till 3 October 2014. Entry forms can be obtained from <http://www.advertisinghalloffameawards.com/entry.html>. Refer to Annex for the full list of award categories. The Hall of Fame Gala Dinner is also open for registration at HOF2014@ias.org.sg.

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ABOUT THE SINGAPORE ADVERTISING HALL OF FAME AWARDS

Now into its 16th year, the IAS Hall of Fame Awards is the only advertising award show in Singapore that focuses on people. Through a range of people, team, company and campaign awards, it seeks to put names and faces to the best work of the year. Over the years, the show has awarded the likes of Ian Batey, Ho Kwon Ping, Jim Aitchison, Neil Montefiore, Linda Locke, Rod Pullen, Fanny Lai, Terry O'Connor, David Tang and Tham Khai Meng.

The Hall of Fame Award winners are selected by a distinguished panel of the industry's most respected practitioners across a range of disciplines. The Academy of Judges appointed by the IAS comprises marketing and advertising heads, leading industry practitioners and key representatives of consumer, media, production and research services.

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.

ANNEX

HALL OF FAME 2014 AWARD CATEGORIES

People Awards

- Client of the Year (Brand Stewart)
- Client of the Year (Role Model) **[New]**
- Suit of the Year **[New]**
- Business Lead of the Year **[New]**
- Creative Director of the Year
- Planner of the Year
- Media Planner of the Year
- Social Specialist of the Year
- Digital Specialist of the Year
- Young Talent of the Year
- Agency Head of the Year
- Lifetime Achievement Award

Team Awards

- Creative Team of the Year **[New]**
- Technology Team of the Year **[New]**

Company Awards

- Creative Agency of the Year **[New]**
- Media Agency of the Year **[New]**
- Brand of the Year
- Rebel Agency of the Year **[New]**

Campaign Awards

- Campaign of the Year (Single Medium) **[New]**
- Campaign of the Year (Integrated)