

FOR IMMEDIATE RELEASE

Announcing the 41 Winners of the Hall of Fame Awards 2016

Singapore, 24th November 2016 – The Institute of Advertising Singapore (IAS) was proud to announce the 41 winners for Hall of Fame Awards 2016 at its Gala Dinner. With over 320 guests, it was an event to celebrate excellence as the movers and shakers of the marketing communications industry gather their talented teams for a night of distinction.

As one of the most established award competition that focuses on the people in the industry, Hall of Fame Awards 2016 awarded 19 People and Team awards to recognize the people behind the work for their innovation and creativity.

Rowena Bhagchandani, Chairman of Hall of Fame Awards 2016, Group MD of DDB Group Singapore & TracyLocke Asia says

‘The theme ‘Great minds see new possibilities’ celebrates how we are constantly transforming and redefining the possibilities of our industry’s commercial and social value.

Hall of Fame Awards 2016 was the celebration of our industry’s transformation, where we awarded our most valuable asset, the people. 46% of the awards were from our People Awards.

We are also honoured that Employment and Employability Institute (e2i) joins us in celebration of how important it is to continuously learn and relearn, by championing the ‘Rising Star of the Year’ for Account Service and Creative.

And as an industry, what is more important is to have a sense of purpose. The National Council of Social Service (NCSS) launched the For Good Award, inspiring greater collaboration between our industry and the social service organisations’.

Says Shufen Goh, President of IAS, Co-Founder & Principal of R3 Worldwide

“Across the board we’ve had more agencies, independent and network, supporting Hall of Fame Awards than before, proving that our strategic shift to focus on people is resonating.”

Two companies were first time winners this year. Janice Lin from GOODSTUPH won Young Talent of the Year (Digital/Social) and GOODSTUPH was the winner of the Specialist Agency of the Year award. The other first time winner GOVT won Rebel Agency of the Year award as well as a silver award for Social Campaign of the Year.

Havas Media won the award for Media Agency of Year and also took home a bronze for Transmedia Campaign of the Year. It was a great night for TBWA\ as well, winning 4 awards in the Peoples category and a gold in the Special category – For Good award. The biggest winner for the night was DDB Group Singapore with 15 awards from all 5 categories of awards including Creative Agency and Brand of the Year.

Aligned with the objective to continually upskill ourselves, IAS also announced the 'Marketing Leaders 2030' programme, a Masterclass level training programme jointly developed between IAS, NTUC U Associate and Employment and Employability Institute (e2i). The programme, comprises of a set of 6 key modules (Content Marketing Evaluation, Design Thinking and Innovation Strategy, Integrating Big Data & Insights, Managing e-Commerce are some of the topics) and includes a two-day pass worth \$1,200 to the APPIES APAC 2017, the 'TED' equivalent for marketing professionals. (For more information, please contact IAS.)

The Hall of Fame Awards 2016 is supported by Mediacorp, 1855 The Bottle Shop, Asia Pacific Breweries, Circus Maximus, Employment and Employability Institute, Moove Media, National Council of Social Service, Singapore Press Holdings, The X Collective (SMRT Commercial), StarHub, TBWA\ Group Singapore, The Edge Singapore, zpixel.

For more information on Hall of Fame Awards 2016, please call:
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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 INTEND IS TO ATTRACT NEW TALENT BY ELEVATING THE INDUSTRY'S APPEAL THROUGH A 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 organisation 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 – e.g. Effies, APPIES, Hal of Fame Awards) and facilitates the exchange of information and ideas.