**FOR IMMEDIATE RELEASE**

**Announcing the 59 Winners of the Hall of Fame Awards 2017**

Singapore, 28th November 2017 – The Institute of Advertising Singapore (IAS) was proud to announce the 59 winners for Hall of Fame Awards 2017 at its Luncheon Award. With over 350 guests, the top influencers and talented teams of the marketing communications industry

gathered for an afternoon of celebration and distinction. A special thank you to our esteemed guest, Ms Angeline Poh, Assistant Chief Executive, Industry Development from Infocomm Media Development Authority and her team, for attending the awards ceremony.

This year attracted the highest number of Talent entries as 66% of the 175 entries were for People and Team awards compared to 40% from last year. The Hall of Fame Awards 2017 awarded 41 People and Team awards to recognize the people behind the work for their innovation and creativity.

Notable spikes came from the Marketer and Agency segments. Both Young Talent as well as Rising Star (Marketer) categories were won by OCBC. Marketer of the Year was Ms Diana Chen of Singtel.

TBWA\ Singapore led the way with 10 wins in the Talent segments, with Havas Media and GOODSTUPH securing 8 wins across the categories. iris Worldwide and GOVT had 5 wins each.

INCOME was the Brand of the Year and DDB Group Singapore was the Creative Agency of the Year.

TOP agencies were Havas Media Group Singapore, as Media Agency of the Year; GOODSTUPH was named both the Specialist Agency of the Year as well as Independent Agency of the Year.

Jacqui Lim, Chairperson of Hall of Fame Awards 2017, Chief Executive Officer, Havas Media Group Singapore said:

***“Successful transformation happens only when diversity of talent and great minds that do NOT think alike, come together. The diversity in thinking, perspectives and skills are not only the key ingredients to delivering great work, but also something to be honored and celebrated in full glory. We saw this in the entries and in the people we talked to.”***

***“And as the saying goes, `genius is talent set on fire by courage’. If our passionate professionals continue to keep the fire burning strong, they will continue in their pursuit to produce work of pure genius.”***

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

***“3 years on from when we pivot Hall of Fame to be talent focused, I’m very proud that the industry leaders have come to embrace it as a platform to recognise their people, especially the young rising stars. Entries doubled and a sold out show. Sterling line-up of brand marketers finalists. We are over the moon with the support.”***

The Hall of Fame Awards 2017 is supported by Mediacorp (Official Media Partner); Circus Maximus International (Official Production Partner), Asia Pacific Breweries, Clear Channel, GOOGLE, Johnnie Walker, Moove Media, OATH, SGAG, SPH Integrated Marketing, The Shooting Gallery, The Smart Local, The X Collective, ZPIXEL.

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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 – Effies, APPIES, Hall of Fame Awards) and facilitates the exchange of information and ideas.*



