



Little Black Book  
*Create, Promote, ROAR*



ASSOCIATION OF ADVERTISING  
& MARKETING SINGAPORE

## **AAMS Partners with LBB to Become Official Sponsor of Singapore Edition**

**The Association of Advertising and Marketing Singapore will work alongside LBB to celebrate creativity from across the country**

**Thursday 22nd July** - The Association of Advertising and Marketing Singapore (AAMS) has partnered with Little Black Book to become the official sponsor of the site's [Singapore edition](#).

This new partnership, which will support and showcase the very best creative work and news from Singapore, follows the launch of LBB's [country-specific editions](#). Each edition on LBB will be the official home of all news, campaigns, and content from a country's creative industry - and can be accessed easily on the front page of the site. At the click of a button, professionals from across the globe can now discover the latest and greatest work from [Singapore](#).

This partnership will not only give a global platform to the work, talent, and brands in Singapore, but will support AAMS as it continues to work with its partners and members to become the country's regional beacon for marketing, creativity, and performance. All AAMS members will also receive a discount on an LBB membership.

### **Shufen Goh, Co-Founder and Principal R3 WW, President of AAMS, comments:**

"AAMS' partnership with Little Black Book is one of several initiatives to help our members elevate their profile regionally and globally. With our aspiration to make Singapore the marcoms capital of Asia, our local gems need these platforms to be discovered for new business opportunities."

**Matt Cooper, CEO of Little Black Book, adds:** "We have long been working with the Singapore market, typically through our global relationships - which we are super proud of. Working with the AAMS will allow us to create many more local relationships too. We've felt for many years now that Singapore and Asia's creative news has largely been restricted to local publications and readers. We think it deserves more than that, so the goal here is really simple. We're going to work with the AAMS to make many new relationships with agencies in Singapore, and help brands and peers globally to see what is happening there - it's super exciting. We firmly believe that the relationships we're growing with associations globally helps them, their members, us, and our readers. Associations need support."

If you'd like to hear more about channel ownership on LBB, please contact us [here](#).

**About AAMS ([aams.org.sg](http://aams.org.sg))**

The AAMS (Association of Advertising and Marketing Singapore) was formed on 1 Nov 2019, merging both the 4As (Association of Accredited Advertising Agents Singapore, formed in 1948) and IAS (Institute of Advertising Singapore, formed in 1990). AAMS represents all aspects of Advertising, Marketing, Media Owners, and Marketing Communications. The team consists of industry-leading experts with unrivalled experience in the advertising industry with an aim for their partners and members to become the Regional Beacon for Marketing, Creativity, and Performance.

If you'd like to know more about the AAMS, please contact us at [info@aams.org.sg](mailto:info@aams.org.sg)