



The Association of Advertising and Marketing Singapore (AAMS) was formed on 1 Nov 2019, merging both the 4As and IAS. AAMS now represents all aspects of Advertising, Marketing, and Marketing Communications (AdMarcom).

Our key pillars into the future:

**Shifting mindsets:** to encourage agility to adapt and thrive in a fast-changing sector

Thought leadership efforts

Aimed to maintain competitive levels and equip the industry with awareness and understanding of trends and disruptions to the industry

Industry advocacy

Being the 'voice of the industry' to reflect views of current AdMarcom issues

- Industry representation to authorities
- ASAS representation

**Accelerating the industry,** companies and the individuals' growth

Business Accelerators

- Access to the AAMS OOH Registry providing digitized outdoor measurement
- Tools for improved performance (ERP) and those offering deeper audience / market insights (Social Listening)

Asian AdMarcom Associations Network (AAN)

A regional online portal designed to provide information and business-related services. It will also promote training and capability development, jobs and network building amongst AdMarcom businesses (Agencies included), with the target of developing home-grown Asia-Pacific capable AdMarcom networks.

Community Building / Networking events to help form new partnerships

**Driving Talent:** developing quality talents

Investing in AdMarcom professionals and emerging talent through

- CCP programs
- Training courses
- Professional degrees in partnerships with other institutions

Awards with refreshed programs beyond the competition – Crowbar, Crowbar Challenge, GONG, Singapore Media and Marketing Awards, Effie Singapore, NexGen

Talent Board – Helping our talents to make connections. A repository of Singapore-based talent where skills and talent can be accessed easily by employer

Crowbar Program – A multi-faceted industry-led preparatory program for emerging talent where they are offered guidance from industry practitioners to hone their craft and experience-based learning to apply their skills

**About AAMS**

AAMS, a merger of the Association of Accredited Advertising Agencies, Singapore (4As) and the Institute of Advertising Singapore (IAS), is Singapore's leading Association for the AdMarcom industry, built on over 100 years of industry experience and guided by an Executive Committee of top industry leaders.

AAMS aims to be the Beacon for Marketing, Creative and Performance by facilitating better business regionally via regional platform, strengthening the network for local communities, talent development and promoting innovation and creativity.

Visit [www.aams.org.sg](http://www.aams.org.sg) for more information.

**Complete the Membership Application form on page 2.**

Please email us at [secretariat@aams.org.sg](mailto:secretariat@aams.org.sg) if you need any assistance with the filling of the form or any further information about AAMS.



Company Name as per ACRA Records:

ACRA UEN :

Tel No:

Address:

Please circle if your organization is:

- a. An independent / international
- b. Advertising Agency/ Media Owner/ Consultancy/ Production House/Publishing Co./ Research

If your organization is part of a network, please identify the network: \_\_\_\_\_

Description of Main Business:

**BILLING CONTACT INFORMATION**

Name:

Designation:

Email:

Tel No:

**I/WE AGREE TO ABIDE BY THE RULES OF THE CONSTITUTION IF ADMITTED TO MEMBERSHIP.**

Signature:

Name of Signatory:

Email:

Designation:

**NOTES :**

1. This application will be placed before the next meeting of the Executive Committee after receipt of the completed form.
2. Full Members shall automatically qualify as members of The AAMS Limited. Therefore the data collected are required by ACRA for lodgment of members' records.
3. Membership rates:

Category – Please circle applicable category	Annual subscription/year (Jan-Dec)
Corporate A (>25 employees with Mktg function)	SGD 2,000
Corporate B (Up to 25 employees with Mktg function)	SGD 1,000
Agency A (>200 employees)	SGD 3,000
Agency B (100 to 199 employees)	SGD 2,000
Agency C (26 to 99 employees)	SGD 1,000
Agency D (Up to 25 employees)	SGD 500
Associate (Such as other associations, student)	Determined at Exco's discretion