



THE 4AS LIMITED

National Design Center #02-01, 111 Middle Road Singapore 188969 • Tel: 6836-0600 • Fax: 6836-0700 • www.4as.org.sg • Reg: 199304251D

Media Release

May 10, 2018

(Singapore) – The Singapore Media Awards (SMA), now in its fourteen year, has appointed Wavemaker to conceptualize, design and implement this year's awards campaign, which theme is "Be the Extraordinary" (refer to Appendix below for highlights of this year's SMA creatives).

The key message is for everyone to be extraordinary in their pursuit for success, pushing boundaries and lifting the reputation of the media industry in Singapore.

"Being extraordinary is a choice; it does not matter if you're struggling financially, whether you're male or female, whether you're young or old. It's about taking full responsibility for your life and controlling the things that you can change. Taking that action to do the things others would not. As a leading media, content and technology agency, Wavemaker is excited to support one of Singapore's largest media events. The teams have truly enjoyed working on producing the creative assets for this signature event, and are looking forward to having an extraordinary night ahead," said Zachary Lim, Deputy Managing Director of Wavemaker Singapore.

Gerard M. C. Lim, Managing Director of Convertium commented: "We are pleased to be appointed by the 4As to support this year's Singapore Media Awards. With the ever-changing media landscape, it is both a tough challenge and great opportunity to get creative and innovative with the use of media. The SMA honours the best agencies and advertisers in Singapore, and Convertium is glad to help the 4As in rallying the industry."



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About Wavemaker

Wavemaker is a billion dollar-revenue next generation agency that sits at the intersection of media, content and technology. We are obsessed with the customer's purchase journey and is what connects our mission directly to our client's business challenges.

We invented WM Momentum, the world's most comprehensive study into how people make purchase decisions and have conducted over 375,000 surveys in 70 markets and across more than 30 categories.

We are a business that is powered by the creativity and curiosity of our 8,500 people in 90 countries, united by our PACED values. We are a part of GroupM, WPP's global media investment management company. For more information, go to www.wavemakerglobal.com

About Convertium

Founded in 2001, Convertium is one of Singapore's most established digital agencies. We help clients solve business problems and create value with User-first thinking and design. Clients include Lexus Asia Pacific, Marina Bay Sands, Harley-Davidson Asia Pacific, Singapore Exchange, NTUC Income, and Singtel. www.convertium.com

About the 4As

Founded in 1948, The Association of Accredited Advertising Agents Singapore (4As) is a non-profit association that is the voice for advertising, media and marketing communications (Admarcom) practitioners, agencies and related businesses in Singapore.

With advertising evolving dramatically and multi-dimensionally through advanced technology, 4As remains steadfast in its purpose to nurture growth, creative dynamism and fresh perspectives of the industry. In so doing, we strive to elevate its stature by providing a collective voice for the industry



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even as we nurture talent and creativity. The association works closely with key industry stakeholders, such as trade associations, educational institutions and government bodies to fulfil these goals.

Over the years, 4As has introduced industry awards and annual programs and events to recognise outstanding talents in advertising, media and related fields, motivating those in the industry to achieve greater heights. Awards include the Singapore Creative Circle Awards (Gong Show), The Crowbar (students' creative awards), the Singapore Media Awards (SMA) and the Singapore Creative CSR Awards.

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SINGAPORE MEDIA AWARDS

2018

BE THE EXTRAORDINARY

Success will come when people are placed first.
Push the frontier of the reputation of the media industry of Singapore.

We want to go beyond "procurement" and "vendor" conversations to demonstrate and infuse the greater value proposition of the role that media and media specialists play in communications.

SAVE THE DATE
29 August 2018

FOR MORE DETAILS, VISIT
www.sma.com.sg

THE CUP AWARDS 2018

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