



THE 4AS LIMITED

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Media Release

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Be the Extraordinary!
A rally call to ignite the passion and inspiration in the industry



The theme for this year's awards is "Be the Extraordinary". It is a rallying cry for all media industry people to come together and reinvigorate the industry. There are many media specialists who deserve the right of recognition. By believing that we can be more, we can propel the industry into its next transformation.

Vivian Yeung commented, "Our task is to activate and revitalize the pride and the passion of media professionals, media owners, clients and prospective new recruits to the industry. This year's SMA is to celebrate the tremendous value, contribution and role media plays.

Amongst the gloomy conversations about "procurement" and "automation", SMA 2018 wants to bring back the cheers and ignite passion to push the limits and enable agencies and their professionals to "Be the Extraordinary". We want to lift the reputation of the media industry in Singapore back to its former valued status, and to inspire conversations about how we can be that extraordinary person and community. We understand that success will come when people are placed at the heart so let's make the media industry "desirable"!

The SMA 2018 is our platform to bring together all parties of the media ecosystem to learn and add value to one another. Thus, for this year's theme, we have identified 3 key pillars – Attraction, Aspiration, and Appreciation.



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Attraction - We are inviting prospective new recruits from universities and polytechnics to engage with the industry and have a glimpse through a different lens on the diversity of opportunities within media.

Aspiration – We want to spark active conversations and tackle big questions about our practice that keeps media professionals awake at night and to also reward our new specialists and unsung heroes of the industry.

Appreciation – We want to engage brand and clients into meaningful dialogues that will raise the bar on what we do as our passion.

For the first time, this year, SMA will be hosting an inaugural full day conference to bring together all the stakeholders of the industry to discuss wide topics under the themes of **Juggling** (what are the multiple challenges that we face and need to address everyday), **Trapeze** (a bird's eye view of the industry and sub sectors) and **Flame Throwers** (what's big and impactful that is happening in media).

I look forward to raising the applause under the big top and celebrating our success together.

This year SMA will be introducing new awards categories – Best Local Media Agency and Best Use of Programmatic. We will be widening the Outstanding Achievement Awards to also include Best Programmatic Specialist, Best Content Specialist, Best Direct Response Specialist, Best Communications Strategist and Best SEM Practitioner."



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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 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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