



THE 4AS LIMITED

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FOR RELEASE 17th MAY 2017

Let's Get Intimate... the Singapore Media Awards celebrates getting closer...

Let's get
INTIMATE

SINGAPORE –

The Association of Accredited Advertising Agents (the 4As) has launched the 2017 Media Awards call for entries... with intimacy at its heart...

2017 marks the thirteenth presentation of the Singapore Media Awards (SMA) which remains steadfastly committed to inspiring outstanding media strategies that drive successful advertising campaigns, and honoring outstanding young talents and the brightest minds in the media industry. This year's awards is chaired by Melissa Tang, Managing Director of Mindshare Singapore.

The theme for this year's awards is *Let's Get Intimate*. The theme reflects the growing possibilities of data in winning the hearts and minds of audiences in Singapore.

Melissa Tang commented: "The media industry has already been transformed by several waves of digitalization. To thrive, media companies will have to keep data and technology at the heart of what they do, helping create content and reach new audiences. This presents huge challenges and opportunities. In this hypercompetitive market, media companies are leaning forward using data to understand people better and create more powerful and intimate relationships between those people and the brands they relate to. Media companies are also nimbler and more open to working with ecosystem partners to remodel the media landscape. The Singapore Media Awards are one of the few times of the year that we all get to loosen our ties and come together in celebration of this incredibly dynamic, people driven industry on a small but incredible island."

Gaurav Lalwani, Head of Client Services, APAC Business Director, for J. Walter Thompson, commented: "We are living in a zeitgeist of digital marketing and media. We have access to unlimited data, how we interpret it and what we can do creatively to connect with our audiences will set our brands apart. Relevance and personalisation is key to winning in this new world. Our theme for 2017 'Let's Get Intimate' is based on where the industry is going. J. Walter Thompson is proud to partner with Singapore Media awards and Mindshare to celebrate excellence in media."

Charlie Young, General Manager of Vocanic Singapore, commented: "As a local agency, Vocanic is excited at the opportunity to support one of the local industry's biggest media events, and have thoroughly enjoyed creating the website for these prestigious awards."

This year SMA will be introducing new awards categories – **Best Millennial Campaign** for recognizing outstanding strategy with the younger generation. **Best Brand Governance** award will honour companies that have developed a brand governance structure to strengthen its internal understanding and alignment to do better business and drive brand equity. Under the Outstanding Achievement awards, **Catalyst of the Year** and **Bright Spark of the Year** will also be honored. Reflecting the



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continued growth in digital performance media, there will also be a special award for **Digital Performance Agency of the Year**.

The call for entries opens on May 17, 2017, and winners will be recognized at the awards dinner ceremony on August 30, 2017.

For more information on SMA 2017, visit: www.sma.com.sg.

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 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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Appendix 1

Media Awards 2017

J. WALTER THOMPSON SINGAPORE

Let's get INTIMATE

Creating meaningful relationships in the age of data.

When data is used effectively, meaningful relationships can be created. Between people and brands. And industry peers on a night that celebrates great work and new friendships.

It's time we honour the **DATA CUPIDS** - professional marksmen who effectively utilise data to capture hearts and create personalised connections.

Take aim or be taken out.

ENTRY KIT

800K LIKES
500K LIKES
300K LIKES
100K LIKES
0 LIKE

Media Awards 2017

J. WALTER THOMPSON SINGAPORE

THE AGE OF DATA

It's getting harder to capture the attention of today's savvy social media audience. Much less their hearts.

Dynamic insights through real-time data and analytics is key to creating personalised connections and meaningful relationships.

This has given rise to the **DATA CUPIDS** - professional marksmen who can utilise data effectively to target and capture the hearts of audiences.

Singapore Media Awards 2017.

Time to take aim or be taken out.