



Media Release
May 11, 2016

ZOO group for Singapore Media Awards 2016:

Disrupt or Be Disrupted



(Singapore) – This year, the Singapore Media Awards (SMA) will celebrate the works of agencies, which have been successful at sparking off and harnessing creative disruption in a rapidly evolving media landscape.

The SMA, now in its twelfth year, appointed ZOO group Singapore to conceptualize, design and implement this year's awards campaign, which theme is "Disrupt or Be Disrupted" (refer to appendix for highlights of this year's SMA creatives).

"Technology has set in motion a whirlwind of disruption which cannot be undone, drastically changing even the very definition of media" said Shirley Tay, managing director and founding partner of ZOO group Singapore. "As agencies, we must act fast, be bold, embrace innovation, and think unconventionally in a disruptive world. It is definitely easier said than done. We hope that through this year's theme, we can encourage everyone to embrace disruption in a positive way."

"This year's Singapore Media Awards aims to elevate the stature of the media industry by calling upon the very best in our sector to lead the way and break new ground into how we reach, engage and connect with audiences in this age of disruption, regardless of channels and platforms" said Chloe Neo, Chairperson for SMA 2016.

SMA will be introducing three additional awards categories – Best Use of Data and Best Use of



Video, to recognize the evolution of consumption and also the expanding contribution and roles of media agencies beyond media communications. The third award falls under the Special Awards category – Highest Equity Generating Brand Award, jointly given to both the agency and client for their contribution in building and strengthening a strong brand equity leveraging the smart use of media.

The call for entries opens on May 11, 2016, and winners will be recognized at an awards dinner ceremony on August 25, 2016. For more information on SMA 2016, visit: www.sma.com.sg.

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APPENDIX: HIGHLIGHTS OF SMA 2016 CREATIVES

Campaign theme: SMA 2016: Disrupt or Be Disrupted

Creatives: ZOO group Singapore

Web development partners: Hakuhodo and Tangent

Rationale:

This year the Singapore Media Awards 2016 is set to disrupt.

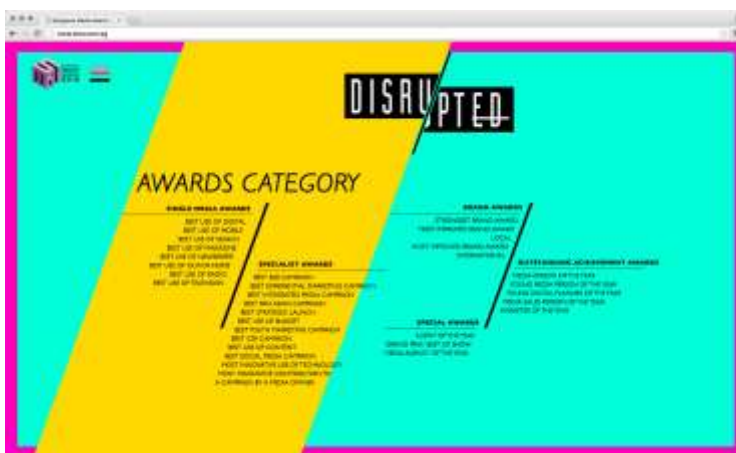
Disrupt.

A term that once held a mundane definition, is now the reigning buzzword for innovation and change. Many industries with big multinational corporations now see this word with trepidation, because there is a shift in the status quo. Something new could take them on by surprise. Something unexpected could topple them. What was once safe and comfortable could be taken away in an instant.

Because one either seeks to disrupt, or ends up disrupted.

Channels: 360 integrated ideas – digital, social, activation, print, direct marketing etc.

Campaign period: May 11 to August 25, 2016



ABOUT ZOO

We are a growing independent creative network that is attracting some of the best creative and strategic talent in the world. We believe that working with our clients, rather than for our clients, is the key to



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producing powerful results. ZOO opened its offices in Singapore in October 2015, as the group's fifth creative agency and its first outfit in Southeast Asia. It has offices in Auckland, Canberra, Melbourne and Sydney. Visit www.zoogroup.com/singapore for more information.

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ABOUT THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS SINGAPORE

The 4As is a non-profit trade association that represents advertising, media and marketing communications practitioners, agencies, and related businesses in Singapore. 4As key objectives are to elevate the stature of this industry, provide a collective voice for the community, and nurture talent and creativity. To achieve its goals, the association works in close co-operation with other key stakeholders such as trade association, education institutions and government bodies. Besides organizing year-long programs to benefit its members and the industry, 4As also runs four reputable industry awards that recognize outstanding talents in advertising creativity and media. The Creative Circle Awards or the Gong Show; the Creative CSR Awards; the Students Creative Awards, commonly known as The Crowbars; and the Singapore Media Awards. To date, 4As counts over 100 advertising and marketing communications practitioners, agencies and related businesses in Singapore as members. 4As members account for almost 85% of annual advertising spend for Singapore.

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