

Media Release

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4As Singapore welcomes Chloe Neo as Singapore Media Awards (SMA) 2016 Chairman

The Singapore Media Awards (SMA) has announced Chloe Neo, Managing Director, OMD



Singapore, as the chairman for 2016.

A communications professional with over 20 years of experience, Chloe oversees OMD Singapore's operations and profitability with a focus on talent development. Chloe's team walked away with the most people-centric awards at last year's SMA. Chloe's career to date spans strategic planning, account management and agency management roles in Singapore, APAC and China, working on prominent brands including Proctor & Gamble, Oracle, L'Oréal, and Coca-Cola.

Chloe believes and invests in a strong culture for innovation and effectiveness. In 2015, OMD was declared as the most creative network in the world by the Gunn Report for 10 years in a row – a feat which was made possible from the contribution of all markets, especially in Asia Pacific. More recently, OMD Singapore was recognized in WARC 100's Top Media Agencies in the world. As a Singapore-born and bred media professional, Chloe is proud to put Singapore on the world map for advertising.

"It's an honour to chair the Singapore Media Awards this year. The SMA is the only industry platform dedicated to the recognition of the local media community's relentless pursuit for effectiveness and creativity. It has always set the gold standard for the Singapore media industry and reward the collective effort of the agencies in delivering impressive ideas and outstanding results. As the Singapore landscape evolves and competition gets tougher, it makes winning a SMA Award even more enticing and fulfilling. We look forward to see bold and new breakthroughs in this year's SMA," said Chloe Neo.



Singapore Media Awards 2016, now in its twelfth year, continues to celebrate the most effective media communications efforts in Singapore. This year 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.

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 and provide a collective voice for the community, and nurture and creativity. To achieve these goals, the association works in close co-operation with other key stakeholders such as trade associations, 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 that recognize and honour business organisations for creative and sustainable CSR programs and efforts; the students' creative awards commonly known as the Crowbar; 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 the annual advertising spend in Singapore.

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