



GONG Creative Circle Awards 2012 Information Kit

Presented by

Association of Accredited Advertising Agents Singapore



**Association of
Accredited Advertising
Agents Singapore**

INTRODUCTION

"Creativity does not just belong to the creative department. It is about stepping out of our comfort zone, daring to take risks and do something bold and unexpected. Collaboration of creative talents produces differentiation in great work"

Tay Guan Hin
Chairman & Jury President GONG 2012
Regional Executive Creative Director, JWT

The emergence of regional creative shows such as SPIKES Asia, Adfest, and Young Guns was attracting Singapore's creative products towards these Shows, which tend to highlight mainly regional or global agency campaigns, functioning as feeders to the larger international shows such as Cannes International Festival. Singapore needed a localised awards show to recognize the outstanding creative works generated from our little red dot, and in 2011 the Association of Accredited Advertising Agents Singapore decided it was time to take the Creative Circle Awards off the shelves and revamp the entire concept.

Reintroducing a bold new format, GONG2012 is a celebration of local creativity and recognizes the people with courageous spirit in the industry, who dare to make the difference in raising the creative bar for Singapore; the clients who are courageous enough to buy and run the work; the planners who show fearlessness in risking new strategies; the directors, producers, photographers and musicians who possess the guts to go for originality.

MISSION

Giving back to the industry: organizing workshops by international and local judges/speakers to junior agency creatives and college graduates, GONG 2012:

- Recognizes creative talents who have put Singapore on the map
- Champions clients who were courageous to buy and support great break thru work
- Acknowledges others beside the creative agencies, unsung heroes such as producers, photographers, designers, musicians etc who have helped to grow our industry

BRANDING Opportunities for Sponsors & Partners

Brand logo and acknowledgement as Silver Sponsor:

1. GONG 2012 official website
2. Industry press and media releases
3. Digital creative campaign
4. Entry Kit
5. Awards Judging Program
6. Awards Night Official Program
7. Awards Dinner stage
8. Awards Show reel

AUDIENCE

1. Heads & Creative Directors of creative agencies
2. Heads & media planners, buyers of media agencies
3. Heads and marketers of advertisers
4. Heads of government agencies
5. Heads and marketers of media owners
6. Heads and editors of trade publications
7. Heads of tertiary institutions
8. Heads of NGOs

THE COMMITTEE & HEADS OF JURY

Organizing Chairman & Jury President

Tay Guan Hin

Regional Executive Creative Director - JWT

Organizing Co-Chair & Head of Jury-Digital, Interactive, Mobile & Social

Valerie Cheng, Executive Creative Director - JWT

Head of Jury-Entertainment & Branded Content

Christopher Harrison, Head of Invention-Asia Pacific - Mindshare

Head of Jury-TV & Filmic Content

Chris Chiu, Founder & Chief Creative Officer - Ren Partnership

Head of Jury-Integrated

Steve Back, Chief Creative Officer - Ogilvy & Mather Singapore

Head of Jury-Promo, Activation & Direct

Pann Lim, Creative Director - Kinetic Singapore

Head of Jury-Outdoor & Poster

Ali Shabaz, Chief Creative Officer - Grey Group Singapore

Head of Jury-Radio

Victor Ng, Chief Creative Officer - EURO RSCG

Head of Jury-Print

Joji Jacob, Group Executive Creative Director-DDB Worldwide Singapore

Head of Jury-Design

Larry Peh, Creative Director-& Larry



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THE AWARD CATEGORIES

Creative Awards – Advertising & Campaigns

1. Print

Includes newspaper & magazine advertising/campaigns, inserts & wraps, print craft

2. Outdoor & Poster

Non-traditional out of home advertising includes taxis, buses, trains, billboards, digital screens, posters, special builds, street furniture and pop-up shops

3. Radio Includes Best radio commercial, Most Innovative use of radio, Best use of radio in an integrated campaign, Best Music and Sound Design, Best Scriptwriting, Best Acting performance

4. Design

Includes digital, graphic, product, newspaper & magazine, spatial design

5. Digital, Interactive, Mobile & Social

Covers websites & microsites, digitally led integrated campaigns, banners and other rich media, craft, other digital interactive solutions, viral advertising and mobile

6. Promo & Activation

Defined as an encompassing activity which is designed to create immediate activation and/or offer for the sales of a product or service. This may be effected using sampling, tie-ins, competitions, events, in-store advertising, exhibitions and other promotional vehicles, such as digital media

7. Direct

Includes campaigns led by direct marketing, digital direct communications, (e.g. banners, social media, emails) that target specific markets or elicit a direct response from the consumer, direct radio advertisements that target specific markets or elicit a direct response, direct response – ambient, outdoor, press & poster, direct mail – door drops, direct mailers.

8. TV & Filmic Content

All Entries must be created for screening, transmission or publication on television, cinema, mobile phones, the internet, or public areas

9. Integrated

Multi-channel communications campaigns led by a central idea that effectively uses three (3) different media platforms to develop the story of a brand

10. Entertainment & Branded Content

All entries must deliver marketing messages by engaging consumers via television series, theatrical & DVD releases, documentaries, gaming, mobile games, online entertainment, branded applications rather than traditional advertising methods.



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II. Individual Awards

The individual awards, by entry from agencies, honour people who have shown tremendous courage in risking new ideas, and raising the bar to push local creativity beyond its boundaries

10. Creative Client of the Year
11. Agency Producer of the Year
12. Director of the Year
13. Photographer of the Year
14. Young Designer of the Year
15. Young Art Director of the Year
16. Young Copywriter of the Year

III. Company Awards

17. Agency of the Year
18. Digital Agency of the Year
19. Independent Agency of the Year
20. Production Company of the Year

IV. Industry Awards

24. Advertiser of the Year

V. Best of Show

25. The Solitaire Award

The Solitaire stands for "one of a kind" creativity. It's for work that is provocative and sets a new direction for the industry

IMPORTANT DATES

Call for Entries:

From Mon 24th Sep 2012

Closing Date for Entries:

Mon 15th Oct 2012, 5.00pm

Judging:

Mon 29th to Wed 31st Oct 2012

Awards Night:

Wed 21st Nov 2012, 6.30pm till late

VENUE

Judging

Grand Copthorne Waterfront

Awards Night

Grand Copthorne Waterfront



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SPONSORSHIP

For event or award sponsorship, media partnership, please contact:

Danny Koh
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Association of Accredited Advertising Agents Singapore
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Email: danny@4as.org.sg

ABOUT 4As

The Association of Accredited Advertising Agents Singapore, better known as the 4As, was founded in 1948 during the days of largely black and white media ads. Though the ads now may be in full, living colour, the purpose of the 4As remains the same. Its key objectives are to elevate the stature of the advertising and marketing communications industry, provide advertising professionals with a collective voice and to nurture talent and creativity. Today, advertising has been transformed with the applications of relevant technology which offer exciting new advertising media, among them the internet, mobile phones and personal digital assistants. Now, more so, the objectives of the association have remained relevant.

The 4As represents advertising and marketing communications practitioners, agencies and related businesses in Singapore. It works in close co-operation with other related trade associations, schools and government bodies. Over the years, it has introduced a series of industry awards to recognise outstanding talents in advertising, media and related fields to motivate those in the industry to achieve greater heights.

Several key events are held annually by the 4As. Prominent among them are the Singapore Creative Circle Awards or the Gong Show ; the Students Creative Awards, popularly known as The Crowbars; and the Singapore Media Awards.

CONTACT US

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