

15th January 2013

Media Release

Chris and Khairul to represent Singapore at Adfest 2013

In its tradition of uncovering and nurturing young local talents, the Association of Accredited Advertising Agents Singapore announced the winners of Gong 2012 Singapore Creative Circle Awards Young Art Director and Young Copywriter – Chris Soh and Khairul Mondzi will be representing Singapore at Adfest 2013 in Pattaya, Thailand.



Chris Soh
Art Director, DDB Worldwide Singapore

Bruneians are not behind. Chris Soh is a testament to that. He has spent the last 1,401,600 minutes (and counting) of his life crafting, illustrating and demonstrating how brilliant ideas can be brought to life. Ideas that have won two gold, two silver, one bronze and one finalist at Cannes, and two gold, five silver, one bronze at Spikes Asia. And it's not because Chris is perfect. It's because he's a perfectionist. His perfectly sculptured just-got-out-of-bed hairdo is another testament to that. He makes things that are a lot of work, look like it isn't a lot of work. Now, that is the art of perfection.



Khairul Mondzi
Copywriter, DDB Worldwide Singapore

It's not about where you get ideas from. It's about where you take them to. At least, that's what Khairul Mondzi believes, and thinks about, every day ever since the moment he set foot in the so-called Don-Draping, throat-cutting, client-agency-rumbling industry that is Advertising.

Born in The UK, raised in Malaysia, and educated in Singapore, this once referred to as a 'lightweight contender who packs a heavyweight punch' has garnered almost every prestigious creative accolade known to Man - from D&AD and Cannes to One Show and Clio.

But success hasn't been a walk in the park. Late nights, weekend burns, and the occasional, "I'll be home when I'm home." - all part and parcel of getting to taste the sweetness of an idea coming to life after toiling through the bitterness of what it takes to get it where it needs to be.

Seems like a perfectly insane trade to be picking up. Not quite, objects Khairul. Because where else in the world can you get paid for daydreaming?

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 associations, education institutions and government bodies.

Besides organizing year-long programs to benefit its members and the industry, 4As also runs three reputable industry awards that recognize outstanding talents in advertising creativity and media: The Creative Circle Awards or the Gong Show; 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.

CONTACT US

Bernard Chan
Chief Executive Officer
Association of Accredited Advertising Agents Singapore
38A North Canal Road
Singapore 059294
Tel 6836-0600
Email Bernard@4as.org.sg