



Association of  
Accredited Advertising  
Agents Singapore

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## Media Release

### Gong 2013 Creative Circle Awards is honored to welcome Joji Jacob as Chairman & Jury President



As the Group Executive Creative Director of DDB Group Singapore, Joji Jacob runs one of the country's largest and most integrated creative departments. Since he took over the creative helm in late 2009, the agency has gone on to become Singapore's most awarded at every award show worth its name three years in the running.

Managing the creative teams of DDB, Tribal DDB and RAPP, Joji has made digital an integral part of what the agency does. In both 2010, 2011 and 2012, DDB won more awards in digital award categories than most other digital agencies in Singapore. The agency was voted Agency of the Year at the Creative Circle Awards 2010 and 2012 and emerged Creative Agency of the Year at Marketing Awards. Joji was named Singapore's most influential Creative Director in 2010. He was also judged South East Asia's Creative Person of the Year 2011 and 2012.

Joji has judged at Cannes, Spikes, Adfest, the EFFIEs and was Head of the Print Jury at the Gong 2012 Creative Circle Awards.

*"In my opinion, The Gong Creative Circle Awards are the single-most important creative award for Advertising Agencies in the Singapore market. This is an award show that takes stock of the work created by us for our clients in our market. It's the barometer of the creative mood and standard of the country. The Gong Show is also a young people's award show. It shines the light on our next crop of creative leaders and opens doors for them.*

*Guan and the 4As have done a great job in bringing back The Gong show after a two-year hiatus. It's now my task to keep the flame alive with the help of my peers. The current crop of creative leaders in Singapore is a collaborative and friendly bunch. And I'm confident of their help and support in making CCA 2013 a success."*

Joji Jacob  
Chairman & Jury President  
Gong 2013 Creative Circle Awards  
Group Executive Creative Director  
DDB Group Singapore

Gong 2013 Creative Circle awards will be open to entries from 12<sup>th</sup> August to 13<sup>th</sup> September, culminating in the Awards Show on 21<sup>st</sup> November 2013.

*"New awards are being planned for this year's Gong Show. I truly believe that a world class local awards show is what Singapore needs, and we need to keep re-inventing ourselves to remain relevant and stay ahead of other creative competitions."*

Connie Chan  
President  
Association of Accredited Advertising Agents Singapore

## **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. 4As member's account for almost 85% of annual Ad spend for Singapore

## **CONTACT US**

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