



15th December 2013

Announcement

Gong CCA 2013 announces joint winners for Agency of the Year

In a statement issued today, the Association of Accredited Advertising Agents Singapore, organizer of the annual Gong CCA 2013 awards, has announced BBDO Singapore & Kinetic as joint winners of the Agency of the Year award for 2013. The 4As, as organizer acknowledges the award criteria for Agency of the Year may be subject to different interpretations and could possibly lead to a misunderstanding of the rules of the awards.

Jean-Paul Burge, CEO of BBDO Singapore and President of SEA wrote, "After having been crowned the CCA Agency of the Year with 6 Golds across 4 categories and 8 Silvers across 5 categories, I was informed by the 4A's that the CCA Agency of the Year criteria was open to various interpretations. The line in question - 'This honour will go to the most awarded agency in all award categories (9 categories were listed)' meant that the AOY award could be awarded to either BBDO, the agency with the most awards across all (or most) categories, or to Kinetic, the most awarded Agency (defined as the Olympic system). In light of this ambiguity, BBDO is proud to be joint winners with Kinetic, and we are happy to share this accolade with an agency we deeply respect".

Carolyn Teo, co-founder and Managing Director of Kinetic responded to the 4As decision with the following statement. "It is truly humbling and serves as a testament to the team's hard work that Kinetic, a local agency, achieved Agency of the Year in the 2013 Creative Circle Awards. We are glad and honoured to share this award with BBDO – an agency we hold in high regard. Since the inauguration of the Agency of the Year awards, this award has been presented to the agency with the highest number of medals (Olympic system of calculation). We raised this matter with 4As and have been very impressed with the efficiency and professionalism of the selection process. We are delighted to announce that Kinetic was awarded with a total of 7 Golds, 17 Silvers and 12 Bronzes during this year's CCA".

Bernard Chan, CEO of the Association of Accredited Advertising Agents Singapore has assured that moving forward it will study the industry norm and realign the award rules, where appropriate, to maintain the standard of Singapore's national-level, local creative awards for it to continue meeting the dynamic needs of the Advertising and Marketing Communications industry.

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