



18th November 2013

Gong CCA 2013 Results Media Release

Embargoed till 11.30pm, Tuesday 19th November 2013

The Gong CCA 2013 Awards Show on Tuesday, 19th November was attended by a sell-out crowd of Singapore's most influential creative & art directors, designers, photographers, post houses & production companies, client marketers. Guests were treated to The Gallery, a showcase of finalists' work in all award categories, and a specially built stage set to reflect the evening's theme.

On a night dedicated to "Make Your Folks Proud", parents of local creatives participated in the celebration and presented the awards for Print, Design and Digital. Parents featured prominently in a series of posters and videos in the creative campaign for call for entries with an objective of educating the parental community on opportunities for their children in the advertising and communications industry.

"I am really happy that Gong CCA 2013 was a huge success, The number of entries were up, the attendance to the show was up and the quality of the work was up several notches. Pretty much every agency won with big, worthy work. My congratulations to all the winners."

Joji Jacob
Chairman, CCA 2013
Group Executive Creative Director, DDB Group Singapore.

The coveted Solitaire Award went to Kinetic Singapore for its entry "Uu 3D Custom Figurines". The Solitaire is the 'Best of Show' ... an award bestowed by a panel of international judges and celebrates ground breaking creativity exceeding clear high standards on all accounts.

BBDO Proximity Singapore walked away with a haul of metals and earned bragging rights as the Agency of the Year 2013. Kinetic Singapore retained its hold on Independent Agency of the Year, and scooped up another award for Design Agency of the Year. DDB Group Singapore won Digital Agency of the Year. Production Company of the Year was won by Freeflow Productions.



Miguel Bernas, Director of Digital & Social Marketing, SingTel was crowned Creative Client of the Year. The Creative Client award is judged by the international judges who go through a gruelling process to select client marketers who dared to take risks to differentiate their brands and set new industry trends. Crisis Relief Singapore walked away as Advertiser of the Year having bagged the most gold awards as a client, and "Self" by Lowe Singapore for Association of Women for Action & Research (AWARE) won Best of CSR award.

For full list of winners, please refer to Results attached or visit www.creativecircle.com.sg

Gong 2013 Singapore Creative Circle Awards is sponsored by Official Media & Strategic Partner for Young Professionals, MediaCorp and Platinum Sponsor SPH, supported by DesignSingapore Council of the Ministry of Communications & Information; Official Creative Agency, DDB Group and Official Social Media Agency, Goodstufh.

Partners include Campaign Brief Asia, Songzu, Freeflow Productions, RAPP, RJ Paper, A&D Printhead and super

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.



**Association of
Accredited Advertising
Agents Singapore**

38A North Canal Road, Singapore 059294
T: 6836-0600 | F: 6836-0700
www.4as.org.sg

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

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