



**THE 4AS LIMITED**

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## **Press Release**

For immediate release

### **Creative Circle Awards (GONG) 2019 announces winners**

The GONG 2019 Awards on Friday, November 8, 2019 was attended by a sell-out rousing crowd of Singapore's most influential creatives and art directors, copywriters, designers, photographers, film directors, producers, content creators and strategists. Guests were greeted by a giant "GONG" structure when they entered the event hall. This sculpture, a symbolic act from the industry to mark a new era of the GONG Awards, was created from past trophies contributed by various creative agencies in Singapore.

**TBWA\Singapore** walked away with the **Agency of the Year** award while **Kinetic Singapore** bagged both **Independent Agency of the Year** and **Design Agency of the Year** awards. **Digital Agency of the Year** award also went to **TBWA\Singapore**. Once again, **Freeflow Productions Pte Ltd** was awarded **Production Company of the Year**. The **Advertiser of the Year** award went to **Temasek Shophouse**.

Kinetic Singapore did well in the People Awards. Their young talents, **Steven Koswara** and **Creshelle Padilla** clinched the top spot from 18 teams in the **NexGen**, a mini creative competition for creatives under 30 years of age. **Steven Koswara** took home the **Young Art Director of the Year** and **Young Designer of the Year** awards, and **Alicia Tan**, the **Young Copywriter of the Year Award**. Other People Awards went to **Jasmine Tan** of GOVT Singapore for **Producer of the Year**, **Roslee Yusoff** from Freeflow Productions Pte Ltd for **Director of the Year** and **Pann Lim** of Kinetic Singapore for **Photographer of the Year**.

The full list of GONG 2019 winners will be available on Creative Circle Awards website – [www.creativecircle.com.sg](http://www.creativecircle.com.sg)



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## **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. The 4As is a non-profit association and is the voice for advertising, media and marketing communications (Admarcom) practitioners, agencies and related businesses in Singapore.

With advertising evolving dramatically and multi-dimensionally through advanced technology, 4As remains steadfast in its purpose to nurture growth, creative dynamism and fresh perspectives of the industry. In so doing, we strive to elevate its stature by providing a collective voice for the industry even as we nurture talent and creativity.

The association works closely with key industry stakeholders, such as trade associations, educational institutions and government bodies to fulfil these goals.

Over the years, 4As has introduced industry awards and annual programs and events to recognise outstanding talents in advertising, media and related fields, motivating those in the industry to achieve greater heights. Awards include the Singapore Creative Circle Awards (Gong Show), The Crowbar (students' creative awards) and the Singapore Media Awards (SMA).

## **Media Contact**

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