



THE 4AS LIMITED

111 Middle Road, National Design Centre #02-01, Singapore 188969 • Tel: 6836-0600 • Fax: 6836-0700 • www.4as.org.sg • Reg: 199304251D

Media Release

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For immediate release

Creative Circle Awards (GONG) 2018 announces finalists

Creative Circle Awards (GONG) 2018 is still celebrating growth with new entrants to the awards. And once again, this year's entries were being judged by a stellar panel of Heads of Jury and their respective Jury members. A new category, Craft Gongs, was being introduced this year and has received overwhelming response.

After 4 gruelling days of judging, around 200 finalists were unveiled.

The winners will be announced at the GONG Show 2018 on Thursday, November 1, 2018 at The Chapel @ Imaginarium.



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Finalists

Film & Branded Content Gongs

Billions Strong
Bodybuilder
Choose What You Love
Dog (Campaign 1/3)
Grades Before the Grades
Help Children See
IKEA - HER BOYFRIEND - Now, There's Choice
Imperfect Journeys
INCOME - THE WORST PARENTS IN THE WORLD
Less Sugar More Flavour
Musical Reviews
Passion Made Possible
Raffles Discovers Singapore Tourism Awards
SINGTEL - FUSS FREE FIBRE featuring WIFI MESH
SINGTEL - YOU MAKE THE CALL
Skip This Headache "Auntie"
Team More Team Less
The Letter
The Unbeatables Travel Precautions
The World's Fastest Band
UOB – Generations
VICKS Touch of Care Philippines
Year with Uber 2017
Zemily's Masterpiece: Singapore's Youngest Director

Radio & Audio Gongs

UNMUTE DANIEL



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Print & Publishing Gongs

BROWN

End the Story

GREEN

Introvert

RED

Rubbish Famzine No.7 Flash and Blood

Tongue-tied

Outdoor Gongs

A Good Thing

Brewed By The Sun - Brewmaster

Brewed By The Sun - Bright Idea

BROWN

Dr. Stretch - Back, Arm, Leg

Mastercard Asian Games - Track, Swimming, Badminton, Football

Dutch Masterjuices

End the Story

GREEN

Gurd Club

KIDS THAT NO ONE NOTICED

NIKE - HYPER COURT

NIKE - REACT GOBKK

RED

SENTOSA MARVEL/DISNEY - HULK SMASH

The Life Saving Pot

The Reverse Global Warming Project

UNMUTE DANIEL

Viral Sneeze



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Design Gongs

A Good Thing
A Lesson on Bouncing Back
Art-Zoo Inflatable Park 2018
Brewed By The Sun - Brewmaster/Bright Idea
CTAP ARCHITECTS
Film Is Not Dead
Food For The Soul
Happier Living
Heartbreak Stickers
IKEA - STILL GOT IT
Kinetic V6
MINI Lunar New Year 2018
NIKE - HYPER COURT
Odd Creatures
Odyssey: Picturing and Imagining the Okavango Delta
Rewards with Facebook
Rubbish No.7 Flash and Blood
The Life Saving Pot
The Songs We Sang 我们唱着的歌

Direct Gongs

A Lesson on Bouncing Back
Choose What You Love
Concept Cookies
Dutch Masterjuices
IT'S NOT WANDERLUST. IT'S WANDERMUST.
KIDS THAT NO ONE NOTICED
MR. KIM, YOUR ROOM IS READY.
NIKE - HYPER COURT
No Drama Cam
Scoot is F*cking Savage
The Life Saving Pot
UNMUTE DANIEL
Zemily's Masterpiece: Singapore's Youngest Director



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Media Gongs

KIDS THAT NO ONE NOTICED

NIKE - HYPER COURT

Scoot is F*cking Savage

Surname Stories

The Life Saving Pot

UNMUTE DANIEL

PR Gongs

Dutch Masterjuices

Grades Before the Grades

IKEA - TRUMP & KIM

IT'S NOT WANDERLUST. IT'S WANDERMUST.

Scoot is F*cking Savage

Surname Stories

Brand Experience & Activation Gongs

Choose What You Love

Dutch Masterjuices

IT'S NOT WANDERLUST. IT'S WANDERMUST.

Less Sugar More Flavour

MR. KIM, YOUR ROOM IS READY.

NIKE - HYPER COURT

Passion Amplified

Passion Made Possible

Super Scootee Sends Colonel Sanders on Holiday

The Life Saving Pot

The Reverse Global Warming Project

The World's Fastest Band



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Mobile & Digital Gongs

Hairjack
INCOME - PLAY IT SAFE
Kinetic V6
MR. KIM, YOUR ROOM IS READY.
NIKE - HYPER COURT
Scoot is F*cking Savage
The World's Fastest Band
UNMUTE DANIEL
Year with Uber 2017

Craft Gongs

BEAUTY PRESCRIBED
Bodybuilder
Bose 'SoundLink Revolve'
Conversations
Dr. Stretch - Back, Arm, Leg
HE YI YI
Introvert
Kinetic V6
Lamb Side Story
Maybank Lunar New Year: Conversations
Musical Reviews
Singapore Airlines | Suitcase
The Best Gift for Your Child
The Letter
The Unbeatables Travel Insurance
The Unbeatables Travel Remix
The World's Fastest Band
Tiger Beer | The Letter
Tongue Tight
UnionPay – My Way Brand Video
VICKS Touch of Care Philippines
You Make The Call: Singtel's Data Network



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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), the Singapore Media Awards (SMA) and the Singapore Creative CSR Awards.

Media Contact

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