

THE AAMS LIMITED



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Creative Circle Awards (GONG) announces the return of the GONG Awards for 2021.

16 July 2021

After a hiatus in 2020, the Creative Circle Awards (GONG) announces the return of the GONG Awards. The theme for 2021 is set as “Create/Change”, an evolution of the 2019 theme of “Nothing has changed. Everything has Changed.”

The theme “Create/Change” is a nod of acknowledgement to how COVID 19 has affected our lives and work. It is also recognising how the industry has embraced this change and has come out stronger than ever. It is the celebration of the new normal that brings about new opportunities.

“In 2020, the world changed. Our lives, work, and play were disrupted. And yet, with a strong resilient spirit, we saw how agencies deployed new ways of working and adapted strategies and creative approaches to stay ahead, whilst learning from each other. For 2021, it’s about keeping that kampong spirit alive to create this change together,” says AS Anam, CCA 2021 Chairman and Creative Director of TBWA\ Singapore.

The GONG Awards 2021 will also be introducing three updated categories, the GONG for Good (COVID Response), GONG NexGen, and Young Creative of the Year.

The GONG for Good (COVID Response), a sub-category of GONG for Good, will focus on work created specifically in response to COVID-19 and show how brands have responded and connected with consumers in a meaningful way.

The GONG NexGen is a separate competition for young creatives aged 30 years and younger. By participating, they will be able to showcase their craft on briefs and projects they have worked on in 2020 and 2021. More details will be shared at a later date.

Lastly, the Young Designer/ Art Director/ Copywriter of the Year will go to the creative with most outstanding portfolio.

Closing date for submission is on Thursday, 09 September 2021 and judging will take place on Friday, 15 October 2021.

Winners will be announced at the GONG Awards 2021 in November 2021, a fully digital event supported by the Creative Circle.



The GONG Awards 2021 entry kit can be downloaded at <http://www.creativecircle.com.sg/>

ABOUT GONG AWARDS

Since 1980, the GONG Awards has been instrumental in pushing creativity to the edge and in the process raising Singapore's creative bar year after year. In past years, the GONG Awards has challenged local industry professionals and helped Singapore grow its reputation as a creative centre, with top award winners going on to capture awards in international shows such as Cannes Lions International Festival of Creativity, Clio Awards, The One Show, D&AD and many others.

Organised by the Association of Advertising & Marketing Singapore (AAMS), the awards encompass all aspects of creative communications. The award presentation, a.k.a. The GONG Show is a much-anticipated event, and Singapore's very own Oscars of the industry that celebrates and recognizes creativity and craft of our top advertising talent.

ABOUT ASSOCIATION OF ADVERTISING AND MARKETING SINGAPORE (AAMS)

AAMS, a merger of the Association of Accredited Advertising Agencies, Singapore (4As) and the Institute of Advertising Singapore (IAS), is Singapore's leading Association for the AdMarcom industry, built on over 100 years of industry experience. Guided by an Executive Committee of top Industry leaders, AAMS aims to be the beacon for marketing, creativity and performance by facilitating better business regionally via a regional platform, strengthening the network for local communities, talent development and promoting innovation and creativity. Visit <https://aams.org.sg> for more information

Media Contact

Jenny Lau

Association of Advertising and Marketing Singapore (AAMS)

jenny@aams.org.sg