



THE 4AS LIMITED

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Media Release

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Melvyn Lim
Executive Creative Director



Nicolas Courant
Executive Creative Director

Ogilvy Singapore's Melvyn Lim and Nicolas Courant named jury presidents at The Gong Show 2017

Singapore's highlight award show, The Gong Show 2017, has appointed Melvyn Lim and Nicolas Courant, ECDs at Ogilvy & Mather Singapore as the jury presidents at this year's event.

A common figure in the Ogilvy lineup, Lim is responsible for the Singtel, LTA and Ministry of Culture, Community and Youth accounts. He was the creative lead behind Singtel's Data ExStream campaign which picked up a Silver One Show Pencil and a D&AD Wood Pencil earlier this year. His other works, which include Tasks for Toys, Project Silverline and Singtel Movie Emoji have also won accolades at Cannes, Spikes, One Show, D&AD and the Effie, to name a few.



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Courant leads the Unilever and Allianz business in Asia. The French native has produced several award-winning campaigns like the Allianz Amateur Replay, The Comfort SoftTest and was most recently involved in the Pitching French Films to Hollywood campaign for Alliance Francaise, which made an impressive showing at this year's Cannes Lions bagging 3 Golds and 2 Silvers.

The pair has vast experience in the international awards circuit having judged at festivals like the Clio, One Show and Cannes Lions.

This year's theme at The Gong Show is *Defeat all Monsters*. "We've seen it with our own eyes", Lim says. "Agency life is fraught with proverbial monsters that kill creativity. This year we want to recognise the works that defeat them."

The Gong Show is open for submission on 20 September 2017. Deadline 17 October 2017.

About the 4As

Founded in 1948, The Association of Accredited Advertising Agents Singapore (4As) is a non-profit association that 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 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.

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