



For Immediate Release

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4As Singapore announces the appointment of Ali Shabaz as Chairman, Gong CCA 2014



Ali Shabaz
Chief Creative Officer
Grey Group
Singapore, Indonesia

Ali's career spans over twenty years across three markets, India, Middle East and Singapore. He has worked on various big brands that include Visa, HSBC, Sunsilk, KFC, FedEx, ICI Paints, Qatar Airways, Pizza Hut, Silk Air and Glaxo Smith Kline.

Under his leadership since 2010, Grey Singapore has won a multitude of international creative awards. In 2013 the agency was named "Creative Agency of the Year" at the Singapore Press Holdings Ink Awards.

Grey Jakarta, also under his leadership has risen to the third spot in the country's creative rankings.

During his earlier tenure at JWT Singapore, the agency emerged as the third most awarded office within the WPP network and the most awarded JWT office in the world.

A slew of awards - 20 Cannes Lions, Effies, Silver nominations at D&AD, One Show Pencils, Clios, Grand Prix at Media Spikes, Grand Prix at Ink Awards - have placed him firmly among the top creative leaders in Asia.

Ali has been ranked among the 10 "hottest" creative people in Asia by Campaign Brief and one of the top 10 ECD's in the region. He has been honoured "Advertising Professional of the Year" by Institute of Advertising Singapore (IAS) and has been voted one of the "Most Influential Creative Directors" in Singapore by IAS every year, since 2007.



"I am honored and excited to chair the Gong CCA this year. It's without doubt the single biggest showcase of creativity in Singapore. I believe for the young ones, the Gong CCA is a fantastic opportunity to shine. Many illustrious careers have been launched from this stage. For agencies and clients it serves to set the bar on the quality of work.

The people at 4As and the previous Chairmen have done a pretty amazing job taking the Gong CCA from strength to strength. It's a weighty task ahead for me but I'm sure with the support of my peers and the entire industry, this year will be a memorable one".

Ali Shabaz
Chairman, Gong CCA 2014
Chief Creative Officer, Grey Group - Singapore & Indonesia

IMPORTANT DATES 2014

Tuesday 19th August
Open for entries

Thursday 18th September
Closing date for submissions

Tuesday 21st & Wednesday 22nd October
Judging

Thursday 27th November
Award Show

ABOUT THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS SINGAPORE

The 4As is a non-profit trade association that represents advertising, media and marketing communications practitioners, agencies, and related businesses in Singapore.

4As' key objectives are to elevate the stature of this industry, provide a collective voice for the community, and nurture talent and creativity. To achieve its goals, the association works in close co-operation with other key stakeholders such as trade associations, education institutions and government bodies.

Besides organizing year-long programs to benefit its members and the industry, 4As also runs three reputable industry awards that recognize outstanding talents in advertising creativity and media: The Creative Circle Awards or the Gong Show; the Students Creative Awards, commonly known as The Crowbars; and the Singapore Media Awards.

To date, 4As counts over 100 advertising and marketing communications practitioners, agencies and related businesses in Singapore as members. 4As members account for almost 85% of annual Ad spend for Singapore