



**THE 4AS LIMITED**

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### **For Immediate Release**

Date: 5<sup>th</sup> September 2014  
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### **Gong CCA 2014 opens for entries**

Organized by Association of Accredited Advertising Agents Singapore, the annual Gong Creative Circle awards will be open for entries from Friday 5<sup>th</sup> September 2014. Making the announcement, Ali Shabaz, Gong CCA Chairman and Chief Creative Officer, Grey Singapore and Indonesia said "To keep the awards current, we are introducing new categories – Innovation, Media and Product Design which should attract very exciting and ground-breaking entries. In maintaining Gong's tradition of nurturing young talents, we have tweaked the competition format and challenging young agency creatives and students to work with start-up companies and new brands on finding solutions to their business problems".

Entries will be judged by a stellar cast of Singapore's top creatives, and international jury, including Tor Myhren, Worldwide Chief creative Officer of Grey Advertising, who will be flying in specially, for the event on 20<sup>th</sup> & 21<sup>st</sup> October.

### **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