**SINGAPORE CREATIVE CIRCLE AWARDS**

**NEXGEN CHALLENGE 2014**

**OVERVIEW**

**Competition Background**

Besides celebrating the best in Singapore advertising, the Singapore Creative Circle Awards (CCAs) also aims to raise the standard of creativity and innovation in the industry. Hence, the NexGen Challenge was introduced. As its name implies, the competition dares the up-and-coming generation to prove their mettle.

Each year, the competition is refreshed with a different theme. For 2014, we want to connect the industry with a group of people who share our passion for innovation and creativity – entrepreneurs.

**Singapore: An Incubator for Entrepreneurs**

Our nation is growing as an incubator of creativity and innovation. And more people are stepping up to the challenge of entrepreneurship.

We’ve shortlisted 2 such exciting start-ups. As with any other businesses, they too have their fair share of challenges – which they invite you to take on.

So get together with your teammates, and prove your strategy and creative abilities. See where you stand as you pit your minds against the best in the NexGen Challenge.

Besides an opportunity to share your perspectives and ideas, you’ll also get to network with these inspiring mavericks. Who knows, they might just be the next Steve Jobs of the world.

**ALL SET FOR THE CHALLENGE?**

**Competition Structure**

The competition will be held in two parts – firstly, a sharing and briefing session for participants, followed by a presentation day.

*Wednesday 12th November*

*10.00am to 1.00pm*

*Hyper Island lecture & client brief by start-ups*

*Friday 14th November*

*1.30pm to 5.00pm*

*Teams’ presentation & Judging*

*Venue: Hyper Island Campus, 991B Alexandra Road. Tel: 9299-1544*

**Results**

Professional & Student teams will be competing in their respective categories and the jury will select a winning team in each category.

Results will be announced and awards presented during the Gong Award Show on Wednesday 26th November 2014.

**Entry Requirements**

1. Professional Team Category

Participants should be 30 years of age or under (as of 1st November 2014), and be working in an agency in Singapore. Each team should consist of no more than 3 members, and each agency may send in more than 1 team.

Fees: $450.00 per team

(This event is subsidised by DesignSingapore Council, for Singaporeans/PRs only. i.e $75 will be subsidised for every Singaporean/PR member of the team.

1. Student Team Category

Participants should be enrolled in a communications/media-related course of study. Minimum 2nd year of studies.

Fees: $390.00 per team

(This event is subsidised by DesignSingapore Council, for Singaporeans/PRs only. i.e $65 will be subsidised for every Singaporean/PR member of the team.)

**Closing Date**

To qualify for the NexGen Challenge, please complete and email the registration form [events@4as.org.sg](mailto:events@4as.org.sg) by **Thursday 30th October 2014**

**Registration Fee**

**NOTE: Subsidy applies to only Singapore Citizens & Permanent Residents**

**Payment**

Cheque to be made payable to The 4As Ltd and sent to the following address by **Thursday 30th October 2014**:

*Association of Accredited Advertising Agents Singapore*

*38A North Canal Road*

*Singapore 059294*

*Florence Yeo (Ms)*

*Finance & Admin Manager*

For more information about the Singapore Creative Circle Awards 2014,

visit www.creativecircle.com.sg

**Singapore Creative Circle Awards 2014**

**NEXGEN CHALLENGE REGISTRATION FORM**

**Team Information**

1)Please use ONE registration form for each team you are sending.

2) Each team shall comprise a maximum of three (3) members, agencies may register more than one team.

3) For Professional Category, all members must be 30 years and below (as of 30th October 2014). For Student Category, all members must be minimum second year students in a communications / media related course of study.

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| --- | --- |
| Team Name  & Agency/Institution: |  |
| Team Member 1 / Leader | |
| Name: |  |
| Designation: |  |
| NRIC/FIN: |  |
| Email: |  |
| Mobile: |  |
| Team Member 2 | |
| Name: |  |
| Designation: |  |
| NRIC/FIN: |  |
| Email: |  |
| Mobile: |  |
| Team Member 3 | |
| Name: |  |
| Designation: |  |
| NRIC/FIN: |  |
| Email: |  |
| Mobile: |  |