



Media Release

30th April 2015

SINGAPORE MEDIA AWARDS 2015

The Singapore Media Awards (SMA) now in its eleventh year announced Sharon Soh as the chairman for 2015.

Sharon is an industry veteran with close to 20 years of media agency experience. Prior to taking on the role of managing director in July 2012 for MEC Singapore, Sharon was the strategic planning lead for MEC Singapore and Global Solutions, focusing on providing strategic counsel for key clients like Singtel, Coca-Cola, Chevron, Daimler, Sony and Economic Development Board. In this role, she has successfully cascaded the use and application of Navigator, MEC's integrated planning process across the organization. Throughout her career, Sharon has directed teams towards creating many award winning campaigns.

SMA will be introducing a new award category, The Brand Awards at SMA 2015 in partnership with Brand Finance Plc, the world's leading brand valuation consultancy and The Edge Singapore, the leading business and investment weekly. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars. The Brand Awards are Strongest Brand and Most Improved Brand.

Gyro is pleased to be the official creative agency for SMA 2015. Gyro is a global ideas shop with a mission to create ideas that are humanly relevant. Gyro was the 2014 BMA Global B2B Agency of the Year and is an Advertising Age Top 50 agency.

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 association, education institutions and government bodies.



**Association of
Accredited Advertising
Agents Singapore**

38A North Canal Road, Singapore 059294
T: 6836-0600 | F: 6836-0700
www.4as.org.sg

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 advertising spend for Singapore.

Media Contact

Bernard Chan
Chief Executive Officer
Association of Accredited Advertising Agents Singapore
38A North Canal Road
Singapore 059294
Tel: 6836-0600
Email: Bernard@4as.org.sg