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McCann and MRM//McCann creatives to chair Crowbar 2019

The 4As announces McCann Worldgroup and MRM//McCann Singapore as agency partners for the Crowbar Awards 2019. Alfred Wee, Creative Director of McCann Singapore and Dante Abelarde, Creative Director of MRM//McCann, will be Chairing and Co-Chairing this year's Crowbar Awards.

As the most well-known platform to showcase new creative ideas and for the industry professionals to recognise the best young talent, Crowbar has always been the leading award show for emerging creatives from Singapore's design schools and institutions.

"This is the 19th year running for Crowbars, and every batch presents a different outlook for the winner's work. Despite it being a student award show, it has never failed to impress, and I believe it's due to the youth's inherent drive to succeed. Given today's digital-first audience, this generation of creative minds are more than just students; they are also born digital natives, and will become the future advertisers, marketers, technologists and innovators. Here they can create their best work and earn recognition from industry professionals. This year's Crowbar, we invite the participants to inspire, excite and show us what their generation is about with their creative ideas." says Alfred Wee, Creative Director McCann Worldgroup Singapore, Crowbar 2019 Chairman.

"We are constantly being amazed by what young creatives are coming up with and sharing online. They are constantly redefining trends and through the Internet, they have a voice to show us the future they want to see. We hope to encourage that vision for this year's Crowbars," adds Dante Abelarde, Creative Director MRM//McCann, Crowbar 2019 Co-Chairman.

The Crowbar Awards and The Creative Circle Awards are part of a 3-day long festival under the arc of The Festival of Creativity celebrating creativity with industry professionals giving their collective experience to support and nurture the future generation of creative leaders.

Speaking about this, Bernard Chan, CEO, 4As says, "Our Creative demands continue to change more and more dramatically as newer technologies take root, seemingly without end. More and more, the demands on creativity are headed towards the fusion of capabilities in both Creative and Technology disciplines. The Industry is now endeavouring to work even more closely with our training Institutes, at both Pre-Employment (PET) as well as Continuing Education (CET) levels with the objective of closing the gaps between the current and the next generation of potential greats in the AdMarcom business, and to add more value to the Crowbars this year, Crowbars takes on the full embodiment of a year-round multi-pronged program. The interest and enthusiasm demonstrated by our Creative leaders is gratifying, and we thank all our volunteers for their selfless interest and hard work."

The 4As has always been the leader in championing creativity and relevancy in the advertising, marketing and communication industry in Singapore as part of their key objective to raise the profile in Asia.

ABOUT 4As

The Association of Accredited Advertising Agents Singapore, better known as the 4As, was founded in 1948 during the days of largely black and white media ads. The 4As is a non-profit association and 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 programs and 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.

ABOUT CROWBAR AWARDS

Launched in 2001, the Crowbar Awards highlight the best emerging talent in creative communications and design.

The Crowbar Awards has since become a leading award show for emerging creatives to showcase their best ideas. The show now attracts over 1,000 entries from local, regional and international tertiary institutions.

ABOUT McCANN WORLDGROUP

McCann Worldgroup, part of the Interpublic Group (NYSE: IPG), is a leading global marketing solutions network united across 100+ countries by a single vision: To help brands play a meaningful role in people's lives. Ranked as the world's most creatively effective marketing services company, the global network comprises McCann (advertising), MRM//McCann (science/technology/relationship marketing), Momentum Worldwide (total brand experience), McCann Health (professional/dtc communications), CRAFT (production), PMK-BNC (entertainment/popular culture), Weber Shandwick (public relations) and FutureBrand (consulting/design).

ABOUT MRM//McCANN

MRM//McCann, named Ad Age's 2018 Business-to-Business Agency of the Year, is a leading data science, technology innovation and creatively driven relationship marketing agency that helps brands grow meaningful relationships with people. The agency leverages the power of creativity, the beauty of data, the magic of technology and the impact of connections to drive business results.

MRM//McCann is part of the Interpublic Group (NYSE: IPG) and a lead agency in the McCann Worldgroup network, with 40-plus offices across North America, Latin America, Europe, the Middle East and Asia Pacific. For more information, please visit www.mrm-mccann.com

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