

**FOR IMMEDIATE RELEASE**

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**Crowbar 2019 Chair and Co-Chair announces theme: “The Nxt”**

The Crowbar Awards launches theme “**The Nxt**” for 2019. As part of The Festival of Creativity, the Crowbar Awards celebrates creativity for students.



*Alfred Wee, Creative Director, McCann Worldgroup Singapore*

“We have to be aware that the next generation of creative minds are also our current audience: consumers, innovative thinkers, disruptors, entrepreneurs, trendsetters, and digital natives who grew up on social media that are continually redefining their identity as they influence the future of our industry.



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# THE CROWBAR AWARDS 2019

National Design Center #02-01, 111 Middle Road Singapore 188969 • Tel: 6836-0600 • Fax: 6836-0700 • [www.4as.org.sg](http://www.4as.org.sg) • Reg: 199304251D

Encapsulating this new reality and DNA of millennials, this year's theme for Crowbar 2019 is **The Nxt**. We hope to encourage young creative talents to bring their ideas forward and boldly show the world what's next for the industry." says *Alfred Wee*, *Creative Director McCann Worldgroup Singapore, Crowbar 2019 Chairman*.



*Dante Abelarde, Creative Director MRM//McCann*

“More than a celebration of creativity, **The Nxt** is a unique opportunity to give a voice to the hardest to reach and connect with audience in history: Millennials. Born with the Internet to draw inspiration from every source on the planet. Armed with the same tools we have, they have been sharing their creations online years ahead of even the youngest trained advertising professional.

So we ask them: do what you're already doing as millennials, but now try to do it as advertising creatives. Throw away the old ways that are not working for you. Keep what works and refine it. And show the jurors how you think we should be thinking



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and communicating, designing, and creating the meaningful experiences you want to see. This is your chance to represent your generation and show us how it's done." says *Dante Abelarde, Creative Director MRM//McCann, Crowbar 2019 Co-Chairman.*

"The world is changing at an unprecedented pace that we can't seem to catch up. What is new today is old tomorrow. Ideas, data, technology and how businesses are conducted need to transform quickly and efficiently. Creativity is at the forefront of everything that we do. As our creative industry evolves, curiosity and passion is still our greatest attribute. Young creative talent needs to stay more curious than ever, by igniting their bright ideas to the world. By asking for **The Nxt**, they will always stay ahead of the game and into the future." says *Tay Guan Hin, Founder/Global CCO TGH Collective Pte. Ltd. Festival of Creativity 2019 Chairman.*

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#### **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 Creative Circle Awards (CCA) aka Gong, The Crowbar (students' creative awards) and Singapore Media Awards (SMA).



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## **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](http://www.mrm-mccann.com)

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