

ASIA OUTDOOR ADVERTISING 2007



AWARDS

CONFERENCE • EXHIBITION

Entry
Kit



Jury Chairman

Tay Guan Hin

SEA Regional ECD
JWT

The landscape is changing. Are you ready?

We are living in a world where consumers are ever more media savvy and demanding of the brands they associate with. We need to encourage interaction and involvement in order to drive brand loyalty. But we cannot deliver this by a traditional one-dimensional media, like a poster. The new outdoor landscape is changing at an alarming rate and if you don't capitalize on it now, you will be left behind.

The expansion of new media platforms is unstoppable. Bluetooth-enabled locations send messages to your phone. LED billboard allowed one to call with a handphone and play a two person racing game on the giant screen. 3D video screens float tailored ideas before your eyes. This digital technology revolution is making out-of-home more flexible, reliable and interactive. In fact, almost anything with a surface can create an interactive brand experience. Road pavements, airport conveyor belts, water fountains and golf buggies are also fast becoming media channels.

The objective of the Asia Outdoor Advertising Awards is to recognize excellence in this new world of engagement. It's the only regional show focused on the growing importance of out-of-home in the new media landscape. Our jury has been selected from world-class creative directors from USA, New Zealand, Canada, Hamburg, Bangkok, India and Japan. They are charged with finding ideas that actively engage, as well as ideas that fit the right media with the right message at the right location. Where the size of the ideas counts more than the size of the media.

If your work breaks conventions or alters the environment, Asia would like to see it. By submitting your best work, not only will it be exposed to the most creative minds in the business but the winners will get even more exposure at a prestigious award gala event held after a comprehensive three-day festival of exhibitions and conferences attended by delegates from over 24 countries.

And, if you happen to win, I can guarantee that it won't be the outdoor landscape that changes.

Jury 2007



Chuck McBride
Executive Creative Director
Cutwater



Ravi Deshpande
Chief Creative Officer
Contract Advertising



Thirasak Tanapatankul
Executive Creative Director
Creative Juice/G1



Julian Watt
Executive Creative Director
Net#work BBDO



Doerte Spengler-Ahrens
Managing Director (Creative)
Jung von Matt



Szu Lee
Deputy Chairman & ECD
McCann Worldgroup Malaysia



Satoshi Takamatsu
Executive Creative Director
ground LLC Tokyo



Zak Mroueh
VP & ECD
Taxi Canada

eligibility

1. The Asia Outdoor Advertising Awards 2007 is open to all parties involved in advertising and marketing communications throughout Asia, Australia and New Zealand.
2. All entries must have been developed and must have appeared or aired in Asia, Australia and New Zealand between 1 January 2006 to 31 August 2007.
 - Entries developed outside Asia, Australia and New Zealand are not eligible.
3. Entries that are deemed by the jury to be adaptations of existing international material will be disqualified.
 - Existing international materials are defined as work with executional core (concept, layout and subject matter) that was previously published or produced.
4. All entries submitted must have the prior permission of the advertiser/owner of the rights of the commercial or advertisement and are subject to verification.
 - Verification may take the form of a media schedule or client letter.
 - Submit this verification together with your entry.
5. Entries that may offend national or religious sentiments or are deemed in public taste will not be accepted.
6. Entries that have infringed any of its country of origin's voluntary or regulatory codes of practice are not eligible.

payment

entry fees
Each Single Entry S\$50.00
Each Campaign Entry S\$150.00

payment details
Payment can be made by Bank Draft made payable to "FUSE" or via bank transfer to the following account:

Bank Name: Citibank, N.A. Singapore
Bank Address: Capital Square
Bank Code: 7214
Bank A/C No.: 0-812507-087 (SGD)
Account Name: Fuse
Swift Code: CITISGSG

Entrants must ensure that all bank charges are covered (for the both remitting and receiving banks) when sending payment via bank transfer or remittance and failure to do so may result in the entries being rejected or disqualified.

send entries to:

ASIA OUTDOOR ADVERTISING 2007
c/o Association of Accredited Advertising Agents
Singapore
158 Cecil Street #06-04 Dapenso Building
Singapore 069545
Tel: +65-6836-0600

judging

There will be one panel of judges that will be made up of highly esteemed industry experts. Their role would be to judge all the works entered and determine which entries make it to the finals – and eventually which works receive Gold, Silver, Bronze awards and which will be awarded the much coveted Grand Prix.

round one

The panel will vote closed-ballot style in an In/Out system to determine which works will make it to the finals. This will be done with an electronic scanning voting system. Works that achieve the

minimum required score will move on to the next stage.

round two

The judges will review the entries that made the cut in Round One. There will be open discussion where the judges will vote whether an entry should be awarded Gold, Silver, Bronze, Finalist or if any should be removed from the group.

The Grand Prix will then be selected from all the gold winners only.

submission guidelines

1. Duplicate, typewritten copies of the official entry form must be submitted with each entry.
 - For campaign entries: use one form to cover the complete campaign, in duplicate.
 - Attach one copy of the entry form to the back of the mounted entry and combine the duplicate copy with entry forms for other entries, verification documents, checklist and entry summary and place them in the submission envelope together with the payment.
2. Submit only one Entry Checklist and list all entries category by category.
3. Submit one Entry Summary along with the payment (in the form of Bank Draft or a copy of the bank transfer advice if payment made through remittance)
4. All forms must be completed in English regardless of the original language of the entries.
5. All entries must be submitted along with a media schedule or original client's letter verifying the media booking. Unverified entries will be disqualified.
6. Entries are not returnable. The organiser reserves the right to use or reproduce the work of all accepted entries for the awards presentation, in the publishing of the Awards Annual (if any) and in any other industry-related or educational activities.
7. Fees paid are not refundable for any reason including disqualification.
 - No refunds will be given for wrong, disqualified or withdrawn entries.
8. Printed entries must be mounted on A2 card or foam boards (with a minimum of one-inch border all round) with one photo of the advertisement on location mounted on a separate mounting board.
 - Campaign entries must be attached to each other in concertina style (hinged format).
 - Attach the mounted photo to the entry in hinged format.
(REMINDER: Entry forms must accompany each entry and must be pasted to the back of the mounting board)
9. Campaign entries must consist of at least three, but no more than six ads.
10. For non-printed entries, submission can be in the form of video (Quicktime format) or DVD.
11. All non-English entries must include translations placed at the bottom of the entry.
 - Entries submitted in video format must include English subtitles.
12. All entries must be accompanied by 2 digital images — one hi-res CMYK jpeg (at least 300dpi) and the other a low-resolution RGB jpeg (at least 150dpi).
 - Digital images must be supplied on a PC compatible CD-ROM.
 - Name all digital files as per the title of the entries stated on the form for clarity.
 - Separate digital folders according to the resolution of the files in the folders.
13. All documents – duplicate entry forms, verification documents, entry checklist, entry summary and payment – must be enclosed in a Submission Envelope that is enclosed securely in the package or parcel.
14. Please direct all queries pertaining to entry submission to Noor at tel (65) 6836-0600 or email noor@4as.org.sg
15. Please note that proof of postage is not proof of receipt.

deadline 31 August 2007

categories

A1. poster (single)

A2. poster (campaign)

Posters in indoor or outdoor spaces, appearing primarily in shopping malls, bus stops and walk ways.

B1. billboard (single)

B2. billboard (campaign)

Large outdoor executions appearing primarily on roadways, rooftops or on the side of the tall buildings.

C1. transit (single)

C2. transit (campaign)

Executions appearing on the exterior or interior of taxi, bus, train and other transport vehicles.

D1. mobile (single)

D2. mobile (campaign)

Executions that can be accessed on mobile phones, palm pilots, blackberries etc (including SMS and MMS campaigns).

E1. innovative media (single)

E2. innovative media (campaign)

Executions may include non-traditional media, guerilla advertising like sidewalk messages, sky writing, and displays and includes environments like bus stations, restrooms.

F. street marketing/experiential

Executions that involve human engagement/interaction, whether on a small or large scale. Examples include live events, face-to-face marketing and creative stunts.

G. integrated (campaign)

Executions across at least three different out-of-home mediums. Taxi, buses & train are considered as a single medium. Different types of non-traditional mediums can be considered as multiple mediums. Entries will be judged on the creative concept and the complementary use of media.

H. installation

Executions that require construction. Entries will be judged on the design and execution. Not included: booth designs for exhibitions.

I. technology

Executions that make the best use of emerging outdoor technology



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ENTRY FORM

single entry

english language

campaign entry

other (please specify)

3 . 4 . 5 . 6 pieces (circle)

please use one entry form to cover the complete campaign (for campaign entries)

category name	
category code	
first media appearance (date & station/media)	
title(s) of entry	
client	
product/service	
agency/design group	
creative director(s)	
art director(s)	
copywriter(s)	
photographer(s)	
illustrator(s)	
typographer(s)	
film or recording director(s)	
cinematographer(s)	
editor(s)	
agency producer(s)	
production company	
account service credit	
client credit	
any other contributor(s)	

1. Please attach one copy of this form to the back of your entry.
2. Enclose the duplicate copy of this form in the submissions envelope, along with the payment, verification documents, entry summary and entry checklist.



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send entries to

ASIA OUTDOOR ADVERTISING 2007
 c/o Association of Accredited Advertising Agents Singapore
 158 Cecil Street #06-04 Dapenso Building
 Singapore 069545

entry deadline
 31 AUGUST 2007

ENTRY SUMMARY

Please enclose this Entry Summary in the submission envelope together with the payment, duplicate copies of all your Entry Forms and the Entry Checklist. Enclose the envelope securely in the entry package or parcel.

description of entries	number of entries	price per entry	total amount
single entry		\$50.00	
campaign entries		\$150.00	
grand total			

payment options

All payments to be made payable to FUSE in Singapore Dollars. **All bank charges are to be borne by registrants.** Please select from the following payment options:

Payment by Cheque or Bank Draft
 Please mail your crossed cheque or bank draft to:
 FUSE
 Springleaf Tower • 3 Anson Road #30-03
 Singapore 079909
 Attn: Ms Yeo Siow Ping

Payable by Bank Transfer
 Name of Bank: Citibank, N.A. Singapore
 Name of Branch: Capital Square
 Bank Code: 7214
 Branch Code: 1
 Bank Account Number: 0-812507-087 (SGD)
 Account Name: FUSE
 Swift Code: CITISGSG

Payment by Credit Card
 Visa MasterCard

Name on Card

Card Number

Expiry Date

3 Digit Security Code

Signature

Date

Entrants must ensure that all bank charges are covered when paying via bank transfer or remittance. Failure to do so may result in the entries being rejected or disqualified.

submitted by

contact person	<input type="text"/>
company/agency	<input type="text"/>
address	<input type="text"/>
phone/fax/email	<input type="text"/>

organised by



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3 Anson Road #30-03
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www.fuse.com.sg

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