



(From left) Ms Christina Chua and Ms Irene Lim of MediaCorp, Regional Executive Creative Director of JWT Asia and Jury President Mr Tay Guan Hin, Winning Film Team (Mr He Ruiming of Tusitala and Mr Tay Aik Tiao of DDB), Winning Print Team (Ms Wong Shi Min of JWT and Ms Michelle Fun of BBDO) and radio personality Ms Yasminne Cheng.

## MEDIACORP YOUNG CREATIVES COMPETITION

# Coming out tops

*Hard work and a tongue-in-cheek approach won these advertising professionals a ticket to Cannes*

The cheeky approach paid off for two pairs of advertising youngbloods, as their entries in support of breastfeeding emerged triumphant in the MediaCorp Young Creatives Competition for young advertising professionals.

Ms Michelle Fun of BBDO and Ms Wong Shi Min of JWT came out tops in the print category, while Mr He Ruiming of Tusitala and Mr Tay Aik Tiao of DDB won in the film category. They will represent Singapore in the Young Lions Print and Film competitions at the 61st Cannes Lions International Festival of Creativity. This is the largest worldwide gathering of marketing and advertising professionals.

Taking place in Cannes, France from June 15 to 21, the festival is also advertising's most prestigious awards ceremony. More than 35,000 print, online and radio ads from all over the world will be competing for the highly coveted Lions awards. The most creative film, press, outdoor and online advertisements will be honoured, as well as the best media, PR, design, radio, direct marketing solutions and sales promotion.

### A CHANCE TO SHINE

During the annual festival,

Cannes Lions organises Young Lions Competitions, giving young creative professionals the opportunity to show off their skills to some of the most influential people in the industry.

As the Singapore representative of Cannes Lions, MediaCorp promotes the festival to the local advertising community and nominates outstanding creative personalities for the Cannes jury. It also organises exhibitions of winning campaigns and runs competitions for young talents, such as the MediaCorp Young Creatives Competition. The competition is now in its sixth year.

Open to professionals working in the advertising and communications fields and 28 years of age or younger, participants competed in two-person teams in the print and film categories. They were given 48 hours to create a print ad, and film and edit a 60-second commercial, respectively.

The competition was supported by Official Content Sponsor Getty Images, and the Association of Accredited Advertising Agents Singapore.

Ms Corinne Woels, Director, Getty Images South-East Asia and Hong Kong, said: "It's hugely exciting to see Singapore's impressive creative talent harness the power of our visual content to bring their concepts to life."

### CHANGING PERCEPTIONS

This year, the contestants were tasked by non-profit organisation Save The Children to change the perception of exclusive breastfeeding and encourage Singaporean women to practise it.

The judges were Mr Tay Guan

Hin, Regional Executive Creative Director, JWT Asia and Jury President for MediaCorp Young Creatives Competition 2014; Mr Thomas Yang, Deputy Executive Creative Director, DDB; Mr Clarence Chiew, former Creative Director, iris; Mr Ajay Vikram, Regional Chief Creative Officer, Publicis SEA; Mr Mel Du Toit, Creative Director, TBWA; and Mr Alex Lim, Creative Director, Y&R.

Mr Tay said the quality of the 38 entries received was "surprisingly good", praising the many talented creative professionals in the local industry.

Mr Tay said: "The best work clearly touched our hearts, and was purposeful and simple. It goes beyond what it was supposed to do. The Singapore Young Creatives won a gold in the Festival two years ago. With tonnes of inspiration, hard work and a bit of luck, we could do it again."

### THE WINNERS SPEAK

But what was it about the winning entries that made them stand out? Ms Fun and Ms Wong, who topped the print category, reckoned it was all down to their tongue-in-cheek approach. The duo created a print ad that features a sticker of an illustrated nipple, encouraging people to wear it and show their support for breastfeeding mums.

Ms Fun said the goal was to create something fun for people to participate in, and something that is easy to share. "At first, it seemed funny to create a nipple sticker. But the more we worked on the idea, the more sense it made," said Ms Fun.



Judges going through the entries for MediaCorp Young Creatives Competition 2014.

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**Mr Tay Guan Hin**  
REGIONAL EXECUTIVE  
CREATIVE DIRECTOR  
OF JWT ASIA AND JURY  
PRESIDENT



The Getty Images team with Mr Mel Du Toit, Creative Director, TBWA (second from right).

The winning film team of Mr Tay and Mr He put their success down to determination.

Mr He explained: "We actually had to shoot two videos in a span of 48 hours, because we felt our first idea wasn't up to scratch."

"It was exhausting but I'm glad we did it."

So how will the duo prepare for Cannes? Mr He said: "We've been... training ourselves to think outside the box. We're also going to look to our creative directors for advice."

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