



The three winning teams will be travelling to France to represent Singapore in the Cannes Young Lions Competitions in June.

MEDIACORP YOUNG LIONS COMPETITION 2015

Singapore's finest young creatives

Six advertising professionals bagged tickets to Cannes for their innovative work

SINGAPORE – After working tirelessly for 48 hours to execute their ideas, three teams edged out the competition and came up tops in the MediaCorp Young Lions Competition 2015.

Ms Loke Shi Ying and Mr Allan Zhang from AdPeople Worldwide won the Print Category, while Ms Joyceelyn He and Ms Ng Mei from JWT Singapore took the top spot in the Film Category. This year, MediaCorp added a new Cyber Category to the competition, which Ms Jeanette Tan and Ms Pearlyn Chiam from JWT Singapore won.

DOING SINGAPORE PROUD

The three winning teams will represent Singapore in the Cannes Young Lions Competitions in France, which is held as part of the Cannes Lions International Festival of Creativity in June. They will be competing against top talents from more than 40 countries for the coveted Gold medals.

As the official country representative for Cannes Lions International Festival of Creativity, MediaCorp

organised the local Young Lions Competition to pick out the best teams in Singapore to compete in the global Young Lions Competitions.

This is part of MediaCorp's effort to support and nurture young creative talents in Singapore and to provide a platform for them to pit their skills on a global level.

A CHALLENGING TASK

MediaCorp partnered Singapore Children's Society for the MediaCorp Young Lions Competition brief this year. The voluntary welfare organisation's mission is to protect and nurture children and youth in need, regardless of race or religion.

The contestants had to create either a print ad, 60-second film or cyber campaign to encourage youths (aged 10 to 16) to take a stand against cyberbullying.

The competition is open to professionals in the advertising and communication industry who are aged 28 and below. Working in teams of two, the contestants had only 48 hours to submit their entries after receiving the competition brief.

Led by jury president Pann Lim from Kinetic Design and Advertising, the jury panel included Mr Tay Guan Hin from JWT Asia; Mr Jeff Cheong from Tribal Worldwide Asia; Mr Chris Chiu from Leo Burnett Singapore;

Mr Erick Rosa from Lowe and Partners Worldwide; Mr Edmund Choe from TBWA Group; Mr Tattoo Yar from Publicis Southeast Asia; and Mr Farrokh Madon.

The competition is supported by Official Content Sponsor Shutterstock. The Official Creative Partner was Leo Burnett and the Official Airline Partner was Singapore Airlines.

Mr Alan Lim, area vice-president Singapore of Singapore Airlines, said: "Through this meaningful partnership with MediaCorp, we are able to recognise young local creative talents and promote creativity through this community. As the national carrier, we are pleased to fly our winners to represent Singapore in the prestigious Young Lions Competitions at the Cannes Lions International Festival of Creativity in France."

THE CYBER CATEGORY

The competition saw a total of 41 entries, which is a 15-per-cent increase over last year. There were 14 entries for Print, seven for Film and 20 for Cyber.

Ms Christina Chua, MediaCorp's senior vice-president of marketing and sales planning, said: "Singapore is one of the most digitally connected countries in the world with young Singaporeans using cyberspace as their main tool of communication.

“We are excited to be sending a team to compete in the Cyber Category for the first time this year, in addition to Print and Film. We are also delighted to have on board our first-time sponsors Singapore Airlines, Leo Burnett and Shutterstock, who share our vision in granting these young talents the experience of a lifetime at Cannes.**”**

Ms Christina Chua
MEDIACORP'S SENIOR VICE-PRESIDENT OF MARKETING AND SALES PLANNING



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Winning the MediaCorp's Young Lions Competition in the Cyber Category has been very rewarding for Ms Chiam and her partner, who was unable to attend the prize-presentation ceremony.

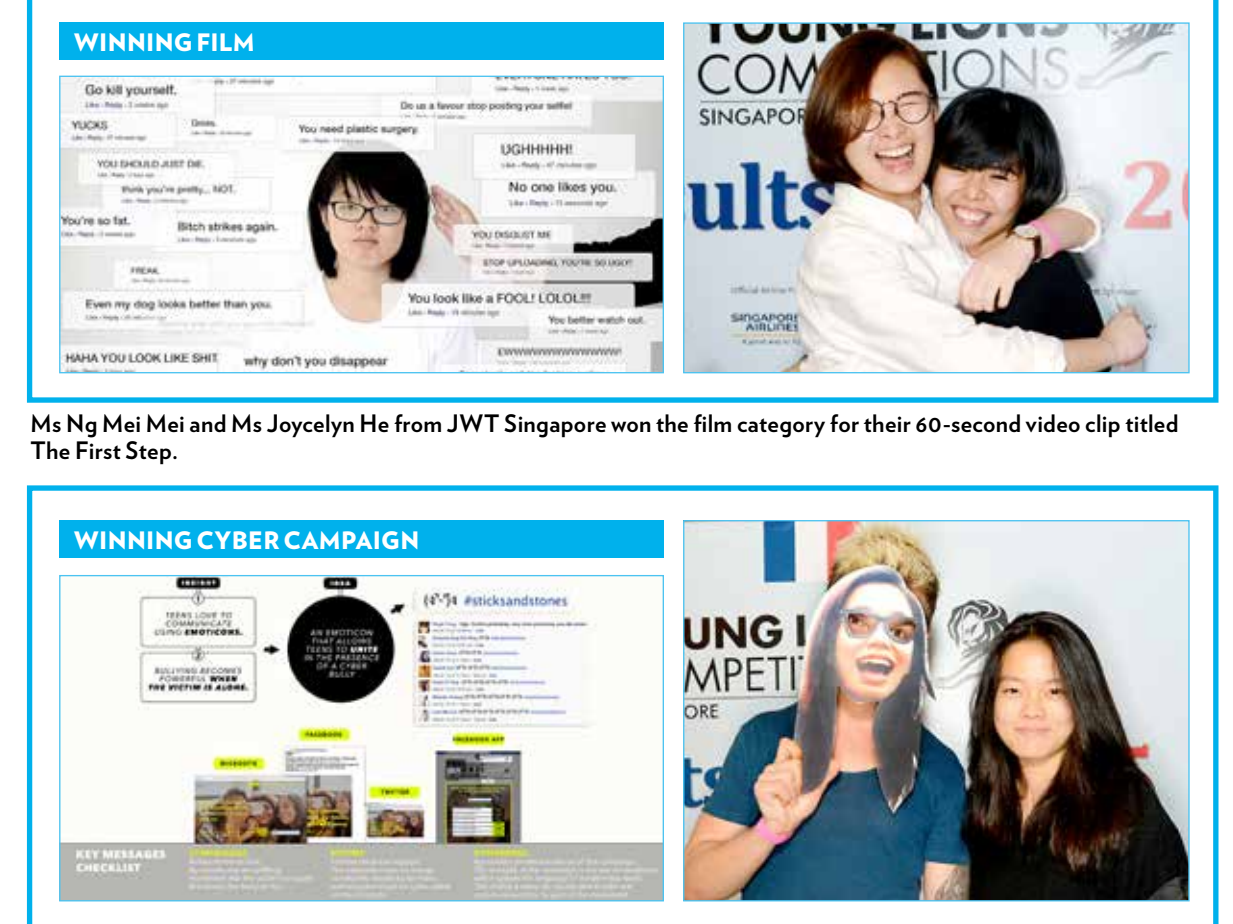
Ms Chiam said: "We are very excited and I think our future looks very bright. We hope to do Singapore proud in France."

MediaCorp will also be sending the Cyber Category runner-up team, consisting of Mr Kuok Wai Wa and Mr Sean Tan from Kinetic Design and Advertising, to represent Singapore in the Young Spikes Digital Competition to be held during the Spikes Asia Festival in Singapore this September.

The Cannes Young Lions Competition will take place during the Cannes Lions International Festival of Creativity from June 21 to 27, 2015.
PRODUCED BY THE TODAY SPECIAL PROJECTS TEAM



Mr Allan Zhang and Ms Loke Shi Ying from AdPeople Worldwide came up tops for their Book Bullies print ad.



Ms Ng Mei Mei and Ms Joyceelyn He from JWT Singapore won the film category for their 60-second video clip titled The First Step.
Ms Jeanette Tan (who was represented by a colleague at the prize-presentation ceremony) and Ms Pearlyn Chiam from JWT Singapore took the top spot for their #sticksandstones cyber campaign.



Mr Chris Chiu, Leo Burnett Singapore's chief creative officer and Ms Frances Koh, MediaCorp's vice-president of trade marketing and communications with the team from Leo Burnett.



The judges analysing the entries during the judging session.



The judging panel for the MediaCorp Young Lions Competition.



Singapore Airlines' Ms Estella Lee (left) and Ms Annabella Seah at the event.

