



(From left) Cyber Category winner Ms Christine Frances Lim from DDB Singapore; Film Category winners Ms Pearlyn Chiam from Publicis Singapore and Mr Augustus Sung from Ogilvy Singapore; Print Category winners Mr Kooichi Chee and Ms Germaine Chen, both from BBH Asia Pacific. PHOTOS: MEDIACORP YOUNG LIONS COMPETITION 2016

MEDIACORP YOUNG LIONS COMPETITION 2016

Singapore young creatives set for Cannes

Six winners chosen to represent Singapore at Cannes Young Lions Competition in France **BY EMMANUEL NG**

SINGAPORE – The three winning teams, with two participants each, have been announced by Mediacorp, the organiser of the national Young Lions Competition.

The competition is open to young creatives aged 30 and under working in the advertising and creative industry.

Ms Pearlyn Chiam from Publicis Singapore and Mr Augustus Sung from Ogilvy Singapore were the winners for the Film Category.

For the Print Category, Mr Kooichi Chee and Ms Germaine Chen from BBH Asia Pacific were the winners.

Ms Christine Frances Lim and Ms Joanna Everild Ortega from DDB won the Cyber Category.

The teams will go on to represent Singapore at the Cannes Young Lions Competition in France, which takes place during the 63rd Cannes Lions International Festival of Creativity from June 18 to 25.



The jury panel for the Mediacorp Young Lions Competition 2016.



(From left) Ms Frances Koh, vice president for Trade Marketing and Communications at Mediacorp; Mr Jon Loke, executive creative director from Publicis Singapore; Ms Koh Hwee Peng, co-founder of Blak Labs; and Mr Tay Guan Hin, global executive creative director at JWT Southeast Asia.



Display of creative entries solving the brief from Singapore Environment Council to promote recycling.

FILM CATEGORY: CURSED DOLL



Film Category winners Ms Pearlyn Chiam from Publicis Singapore and Mr Augustus Sung from Ogilvy Singapore.

CYBER CATEGORY: #WASTEFORSPACE



(Left) Ms Christina Chua, head of marketing and sales planning at Mediacorp, with Cyber Category winner Ms Christine Frances Lim from DDB Singapore.

PRINT CATEGORY: KILLER LITTER



Print Category winners Ms Germaine Chen and Mr Kooichi Chee, both from BBH Asia Pacific, with Mr John Hadfield (centre), CEO of BBH Asia Pacific.

They will be competing against top young talents from over 40 countries.

In partnership with the Singapore Environment Council, this year's campaign theme focused on improving recycling efforts and reducing waste disposal in Singapore.

Teams had up to 48 hours to create a print campaign, a 60-second film or a cyber campaign. The winners were selected by a panel of professionals from the local creative industry.

Mr Alan Lim, area vice-president of Singapore Airlines, said: "Singapore Airlines is very supportive of the local young creative community. As the Official Airline Partner, we are very delighted to be flying these young talents to their dream destination, representing Singapore on the global stage in Cannes Young Lions Competition."

INCREASE IN NUMBER OF PARTICIPANTS

The Mediacorp Young Lions Competition 2016 saw a total of 67 teams that participated over three categories — Film, Print and Cyber. This was a 63-per-cent increase

in the number of participants from last year.

Ms Christina Chua, head of marketing and sales planning of Mediacorp, said: "The huge increase in the number of entries this year is a strong testament that the Singapore marketing and creative industry is thriving. Judging by the quality of entries received, the industry is certainly not short on talents."

"Mediacorp is honoured to provide a highly coveted opportunity for the best of our home-grown young talents to realise their aspirations and compete against the very best in the world during the Cannes Young Lions Competition."

Mr Kenji Endo, managing director of Pixta, said: "Pixta is pleased to partner Mediacorp for the Mediacorp Young Lions Competition. It is refreshing to see how our visual contents are creatively used in the participants' works to bring their ideas to life."

Mediacorp will also be sponsoring the Cyber Category runner-up team to compete in the Young Spikes Digital Competition this September during the Spikes Asia Festival of Creativity in Singapore.

To view all winning entries, visit facebook.com/mediacorpcanneslions.

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