

A hand is shown holding a yellow paper bag, which is partially open. The background is split into a bright blue lower half and a yellow upper half. The hand is positioned in the center, with the thumb and index finger gripping the edge of the bag. The bag has a yellow interior and a yellow exterior with some faint, darker yellow patterns.

Wing an Effie
#likealocal

Agility

**Writing an Effie is about marketing your marketing.
To marketers.
In Singapore.**

Writing an Effie is about marketing your marketing.

To *here-we-go-again, yeah-right-nice-try, speed-reading* **marketers.**

In Singapore.

Which means you need...

A made-in-Singapore story
of a challenging business problem
solved through marketing communications,
told simply and convincingly

A made-in-Singapore story

1

of a challenging business problem

2

solved through marketing communications,

3

told simply and convincingly

4

1 Made-in-Singapore story

(a) Embrace Singapore's contradictions



Image: <http://www.inmagine.com/pdsi228/pdsi228759-photo>

2 Challenging business problem

(b) Pick the right nemesis



(c) Degree of difficulty

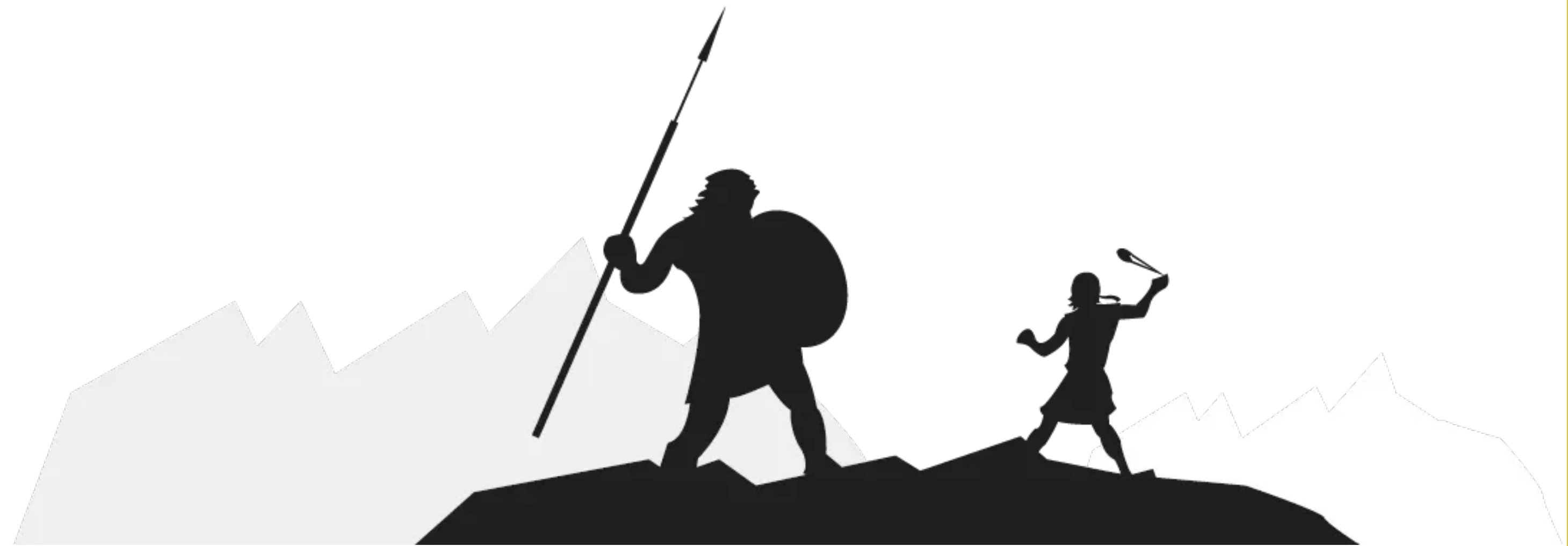


Image: <https://chialpha.com/blog/david-and-goliath/>

3 Solved through marketing communications

(d) Results that matter:
the IIWASWIGAD test



(e) Results that are credible:
the CSB test



(f) What was your role again?

coincidence.

4 Told simply and convincingly

(g) Neither bar exam nor Behance

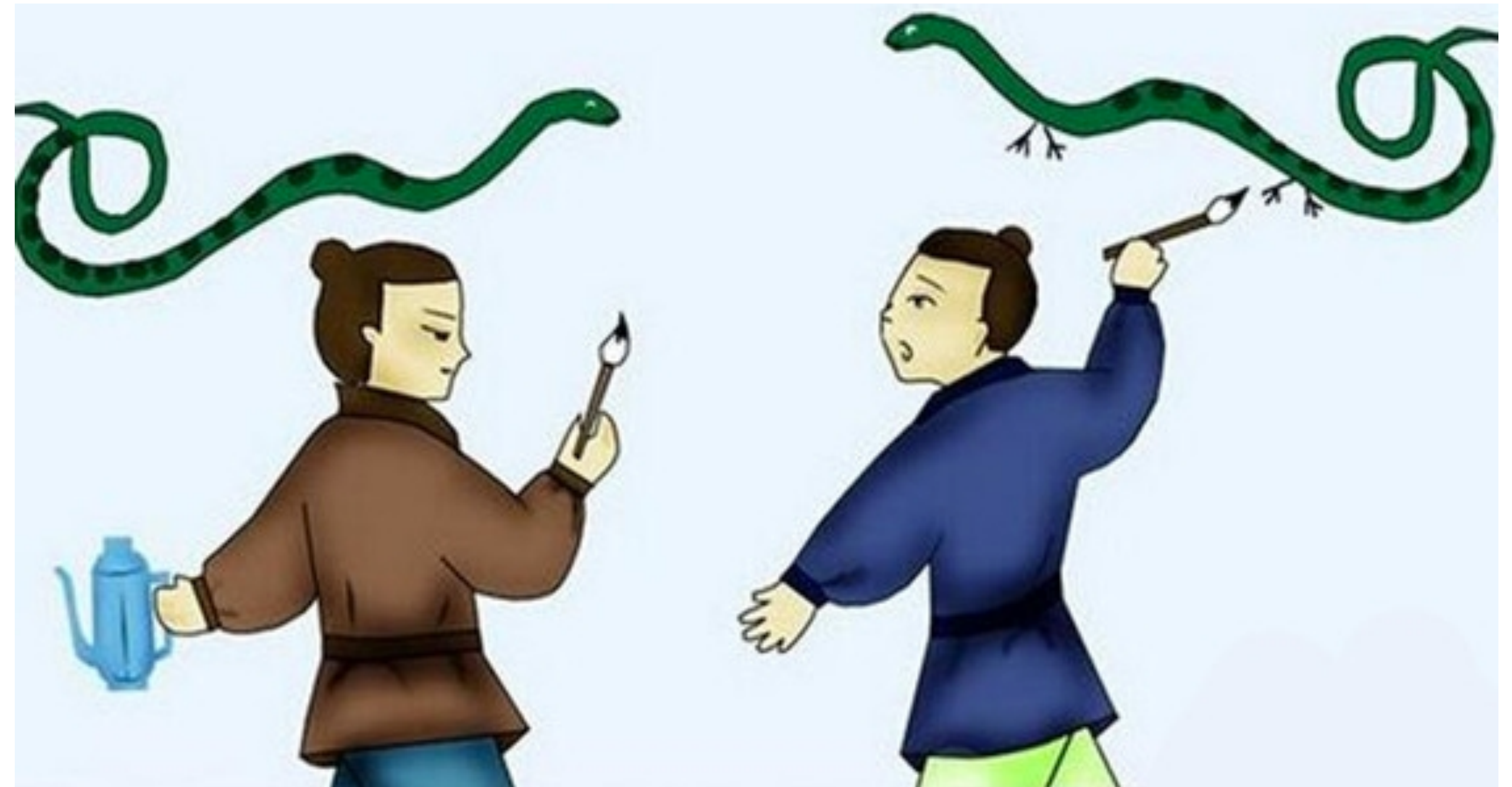


(h) Seven basic plots



Image: <http://blog.startwithwhy.com/refocus/2012/08/how-to-innovate-like-a-shark.html>

(i) Tell us only everything
we need to know



One more thing

(j) Don't underestimate the sell before the sell

Fame

A made-in-Singapore story

(a) Embrace Singapore's contradictions

Of a challenging business problem

(b) Pick the right nemesis

(c) Degree of difficulty

Solved through marketing communications,

(d) Results that matter: the IIWASWIGAD test

(e) Results that are credible: the CSB test

(f) What was your role again?

Told simply and convincingly

(g) Neither bar exam nor Behance

(h) Seven basic plots

(i) Tell us only everything we need to know

Plus-one

(j) Don't underestimate the sell before the sell

See you at the Effies