

The AAMS Ltd



**PRESS RELEASE**  
**For Immediate Release**

## **Effie Awards Singapore 2022 Announces Chairman and Co-Chair**

Singapore, March 8, 2022 - Association of Advertising & Marketing Singapore (AAMS) is pleased to announce the launch of Effie Awards Singapore 2022 and the appointments of Paul Soon as Chairman and Luke Tucker as Co-chair for the 2022 Effie Awards Singapore.

The Effie Awards was launched from 7 March this year.

“I want to firstly and more importantly thank John Hadfield for his years of leadership and commitment to driving the values of Effie here in Singapore. It’s extremely humbling to now have to continue the good work. Definitely big shoes to fill.

And in order to continue to foster the positive energy that already exists, I am really happy to have Luke Tucker from Citibank onboard too as co-chair. As we all know, it takes massive trust and collaboration between clients and agency partners to achieve the desired outcomes through our work where the numbers and results do speak for themselves finally. I wanted to make sure that between myself and Luke, we replicate that partnership and encourage more client and agency joint participation.

The joint effort of both clients and agency partners is something that we want to further champion. And our collective wish is that it will only work by raising the bar for effectiveness in Singapore and hopefully across the region.” – *Paul Soon, Chief Executive Officer, MullenLowe Singapore and China*



**Paul Soon**

A digital and advertising industry veteran with more than 20 years of experience, Paul joined MullenLowe Group as CEO in 2018 to lead operations in Singapore and China.

Paul has won a number of industry accolades during his career including being recognized as a ‘Rising Star under 35’ by Marketing Magazine in 2009, and one of Campaign Asia’s Top 40 Under 40 in 2013.

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Luke Tucker

A globally-experienced marketing leader, Luke has 20 years' experience driving brand and marketing strategy for multi-national brands across the FMCG, QSR, Beverages and more recently Financial Services industry. Luke is currently the APAC & EMEA Head of Marketing at Citibank, where he is driving digital transformation initiatives, building brand equity, scaling new customer acquisition and driving value-added engagement across all customer touch-points.



This year, The Effie Awards Singapore 2022 is offering more than 90 categories. New categories have been added such as:

- New Product or Service Line Extension
- Positive Change: Social Good - Diversity, Equity & Inclusion
- Digital options include Social media, Influencer Marketing
- Performance Marketing
- Marketing Innovation Solutions.

The Effie Awards Singapore 2022 competition is open to any marketing efforts that ran in Singapore between February 1, 2021 and 15 March 2022. Entry kit is now available at <http://effie.sg/>. The call for entries is now open and deadlines run until April 18. Don't miss out on the Early Bird Deadline. Members of AAMS also enjoy special rates on entry fees.

The organising committee and the AAMS continues to champion "real people real results" by awarding marketing communication campaigns that have achieved outstanding effectiveness.

For more information, please contact Helen, Manager, Events, AAMS at 97632412 or visit the website <http://effie.sg>.

### **About The Effie Awards**

Known globally as the pre-eminent award in the industry, the Effie Awards identify the most significant achievement in marketing communications: ideas that work. Successfully combining all the disciplines of marketing communications, the Effie Awards' mission is to honour the most outstanding marketing communication works that demonstrate insightful strategy, outstanding creativity and proven results in meeting strategic objectives. Effie Singapore, run by Association of Advertising & Marketing Singapore (AAMS), honours effective marketing communications across Singapore. It is a chance to celebrate the impact of the partnership between clients and agencies and to inspire people in our industry with the best of the best.

### **About Association of Advertising & Marketing Singapore (AAMS)**

AAMS, a merger of the Association of Accredited Advertising Agents, Singapore (4As) and the Institute of Advertising Singapore (IAS), is Singapore's leading Association for the AdMarcom industry. Built on over 100 years of industry experience and guided by

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an Executive Committee of top industry leaders, AAMS aims to be the beacon for marketing, creativity and performance, by facilitating better business regionally via a regional platform, strengthening the network for local communities, talent development and promoting innovation and creativity. Visit <https://aams.org.sg/> / <http://www.admarcom.sg/> for more information