



THE 4AS LIMITED

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For Immediate Release

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Web Imp for Singapore Media Awards 2019

This year, the Singapore Media Awards (SMA) will shine the spotlight on the media industry and celebrate the great work produced by industry professionals.

The SMA, now in its fifteenth year, has appointed Web Imp as the Creative and Digital Partner to conceptualize, design and implement this year's awards event.

A local digital agency, Web Imp strives to transform businesses in an ever-changing digital landscape. Wilson Tan, Founder of Web Imp commented, "SMA recognizes the best agencies, brands and talents in Singapore and Web Imp is proud to partner 4As in this prestigious and exciting celebration to support the local industry's biggest media event."

About the 4As

Founded in 1948, The Association of Accredited Advertising Agents Singapore (4As) is a non-profit association that is the voice for advertising, media and marketing communications (AdMarcom) practitioners, agencies and related businesses in Singapore.

With advertising evolving dramatically and multi-dimensionally through advanced technology, 4As remains steadfast in its purpose to nurture growth, creative dynamism and fresh perspectives of the industry.

In so doing, we strive to elevate its stature by providing a collective voice for the industry even as we nurture talent and creativity. The association works closely with key industry stakeholders, such as trade associations, educational institutions and government bodies to fulfil these goals.



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Over the years, 4As has introduced industry awards and annual programs and events to recognise outstanding talents in advertising, media and related fields, motivating those in the industry to achieve greater heights. Awards include the Singapore Creative Circle Awards (Gong Show), The Crowbar (students' creative awards) and the Singapore Media Awards (SMA).

About Web Imp

A Singapore-based technology hub, Web Imp dominates digital platforms in order to help businesses grow with cutting-edge solutions and comprehensive tools. From E-commerce to web design, development, and mobile applications, Web Imp strives to help companies revolutionise in this ever-changing digital age. Its full suite of services extends beyond web development and application design, including a digital marketing arm that completes the customer experience cycle.

For more information on Web Imp, visit <https://www.webimp.com.sg/>

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