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THIS WEEK



The virtual world of Second Life



'Google must concentrate on making money on acquisitions'



Tan eyes first place for UPS as Olympics near



asia's top five financial draws

APB reviews Tiger Singapore creative

16 June 2006

Asia Pacific Breweries (APB) has enlisted R3 to conduct a review of its Singapore creative duties, currently handled by BBDO Singapore.

R3 is expected to invite eight to 10 agencies, including BBDO Singapore, for credentials presentations over the next two weeks, before shortlisting four to five contenders for the lucrative account. BBDO snared the Tiger Singapore business in mid-2004, and was behind last year's high-profile Jessica Alba campaign.

The Singapore review is independent of the ongoing Tiger regional review, which includes BBDO, Y&R, Saatchi & Saatchi, M&C Saatchi and Leo Burnett (Media, 30 May). "Working with an independent party like R3 will ensure that the review is conducted with due diligence to process, as well as offer us access to world class creative," said Edmund Ng, marketing Manager of Tiger Beer.

"As such, we request that all interested agencies contact R3 directly."

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