

Thank God I didn't quit.

The basic criterion for a lifetime achievement award is to dedicate your entire working life to one industry.

Years ago, when I first started winning awards, a senior colleague at O&M told me, "Life is a long-distance race." He was warning me against burnout.

That turned out to be one of the best pieces of advice I ever received.

As far back as I can remember, I've always wanted to be an ad man.

A long, long time ago, a teacher in secondary school shared a slogan he had seen on his way to school. This teacher loved advertising slogans and often shared memorable ones with us. This particular one was for DAT, the moving company. It read: "DAT's the way to move."

That slogan was the spark that ignited my love for advertising—like the first time I kicked a football. From that moment, I knew this was what I wanted to do.

Despite the many trials and tribulations this career has brought, it never occurred to me to quit.

Every new brief was, and still is, an opportunity to do something great.

But I did not do this alone. I owe my journey to HIS divine interventions and guidance.

Through the valleys of darkness, I walked not in solitude but with HIM by my side.

God worked through acquaintances, friends, and family, weaving a tapestry of support and companionship.

So, just as I humbly accept this award, I also extend my deepest gratitude to the many who made this possible.

Most importantly, I thank my beloved wife, Patricia, for her unwavering support and understanding. Bringing up my kids all by herself while I pursued my dreams.

To the AAMS for this recognition—the fees I've paid all these years have finally paid off!

To the countless colleagues from Fortune Ad, O&M, Y&R, and Goodfellas. I owe this award to them. Mark Fong, CK, Benny Quek, Anand Arumugam, Mahesan, Eddie Buay, Chris Chiu, Tien It, Rob Gax, Calvin Soh, Matt Stone, and Rowena, to name a few.

Not forgetting the many clients and film production companies without whom no idea would see the light of day.

I sincerely thank you for your company and support.

This award is not just a celebration of my journey but a testament to the power of perseverance, passion, and, most of all, partnership.