

PRESS RELEASE

Effie Awards Singapore 2017 – Winners Announced

Singapore, , 19 May 2017 - The winners of the Effie Awards Singapore 2017 were announced at the Gala Dinner last night held at the Pan Pacific Singapore. From a shortlist of 24, the 12 winners included 2 Gold, 6 Silver and 4 Bronze awards.

Organized by the Institute of Advertising Singapore (IAS), the mission of the Effie Awards Singapore is to honour the marketing communications industry's most effective work.

A jury panel of more than 30 judges comprising of Singapore's most accomplished marketing and advertising professionals determined the winners after two rounds of intense judging.

The two Golds were presented to two different Agencies, DDB and BBH. NTUC Income emerged as the top brand winning a Gold and a Bronze award and DDB Group won a Gold, Silver and Bronze. Notable was GOVT Singapore who picked up a Silver & Bronze .

On the 2017 winners, John Hadfield, Effies Singapore 2017 Chair and CEO BBH Asia Pacific, commented,

“It is, and should be, a hard task to achieve an Effie. Congratulations to the twelve winners that convinced the judges of their merits.

We have had huge interest in the Singapore Effies this year with a more diverse range of Agencies involved, great support from the industry in terms of judges and a very well attended awards night. Thanks to everyone for their continued support and for continuing to make the Singapore Effies the gold standard.”

Shufen Goh, Principal and Co-Founder, R3 Worldwide, President of Institute of Advertising Singapore (IAS) gave her comments, "Entries from independent agencies have doubled year on year, and now makes up a third of the total. A very clear sign of that Effies Singapore has evolved to be very inclusive and important focus for the industry, regardless of size and budgets.”

Mr Richard Heath, Executive Director , Head, Kantar Millward Brown “The quest for an Effie is the quest for genuine impact; something we get very excited about at Kantar Millward Brown. It takes a razor sharp strategy, dynamic execution and a heavy dose of creative magic to win the prize. The greatest work is now also about bravery; the bravery to let go some control and evolve in real time with the consumer.”

The full list of 2017 winners can be viewed at <http://effie.sg>.

For more information, please contact Ms May Loong, Executive Director, IAS, Tel: 6220 8382 or visit the website <http://effie.sg> for more information.

About The Effies

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. Effies Singapore, run by Institute of Advertising Singapore (IAS), 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 the Institute of Advertising Singapore

IAS' Mission:

- To help the marketing communications industry in Singapore shape its future (innovate) and enable it to take a Global leadership role.
- To develop industry talents through three pillars of activity:
 - Education*
 - Excellence (awards)*
 - Exchange (enabling the network)*

Background:

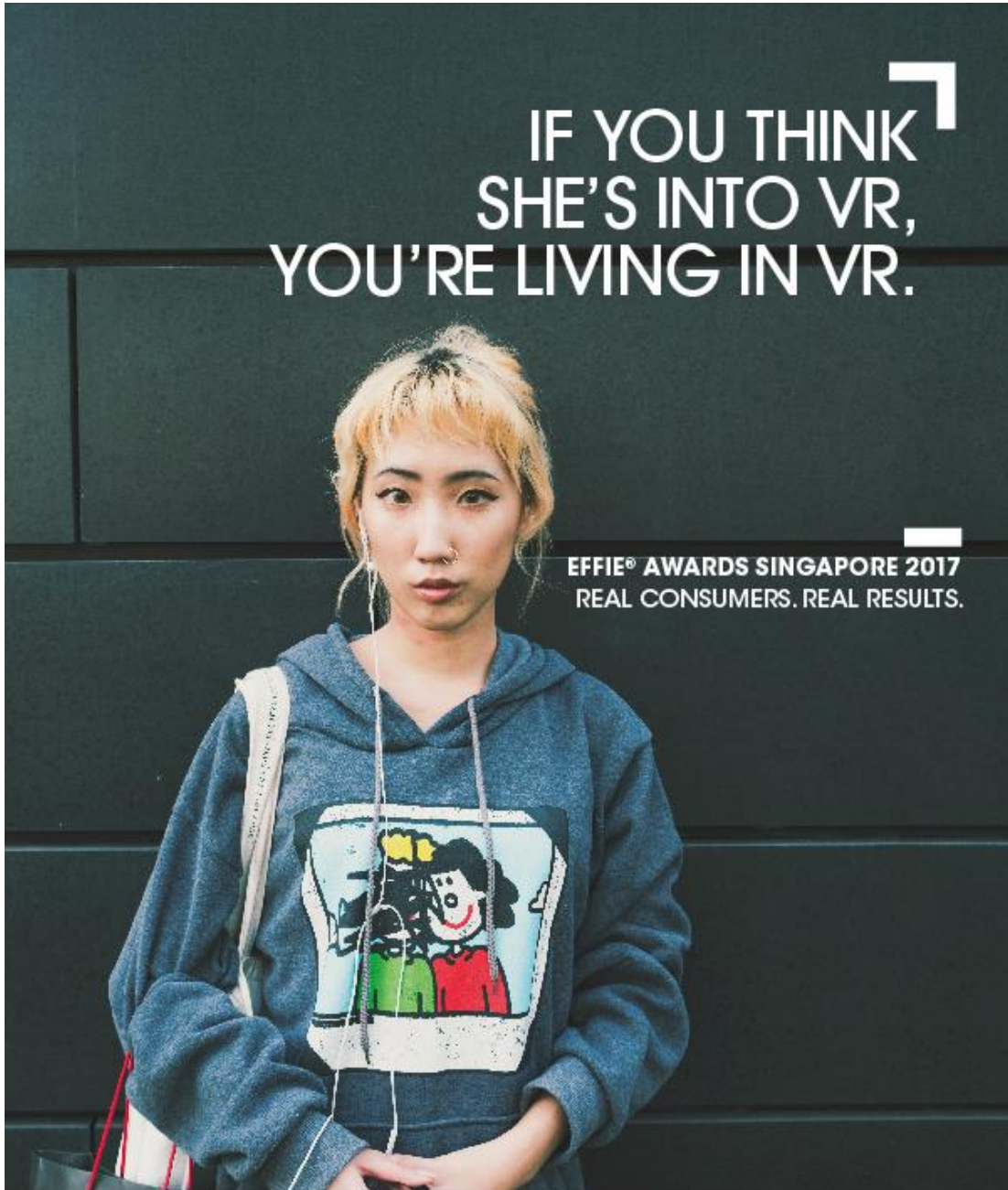
Formed in 1990, the IAS (Institute of Advertising, Singapore) is a not-for-profit organisation that represents all parties in the marketing communications industry including marketing companies, media owners and their agencies. Its remit is to help the marketing communications industry in Singapore shape its future in a global leadership role. The IAS does this by focusing on the development of its key asset, talent. As businesses that are centred on people and ideas, the attraction, development and the retention of talent is, without doubt, the number one priority for the industry.

The IAS organises educational events and programs, celebrates best practice (through award shows – e.g. Effies, APPIES, Hal of Fame Awards) and facilitates the exchange of information and ideas.

End

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2017 EFFIE AWARDS SINGAPORE WINNERS

GOLD	Award	Category	Brand	Campaign Title	Advertiser	Agency
1	Gold	Non-Profit / Pro-Bono / Public Service	Bone Marrow Donation Programme	A Small Ask, A Big Plea	The Bone Marrow Donation Programme	DDB Group Singapore
2	Gold	Financial Services – Product / Services	Income	START RETIRING	INCOME	BBH ASIA PACIFIC / OMD

SILVER	Award	Category	Brand	Campaign Title	Advertiser	Agency
1	Silver	Government / Institutional / Recruitment	Ministry of Communications and Information (MCI)	Kungfu Fighter, Hidden Sugar	Ministry of Communications and Information	DDB Group Singapore
2	Silver	Digitally Led Idea	Maybelline	Maybelline: #BeYourOwnFilter	L'Oreal Singapore Pte Ltd	TBWA\ Group Singapore
3	Silver	Small Budgets (Product & Services)	Nestlé - Maggi	Sampling Booth From Hell	Nestlé Singapore	The GOVT Pte Ltd
4	Silver	David VS Goliath	BAE Systems	The Art of Cyberwarfare	BAE Systems	SOHO Square Pte Ltd
5	Silver	Media Idea	Income	OrangeAid – Back To School	INCOME	BBH ASIA PACIFIC / OMD
6	Silver	Telecom Services	Singtel	Travel Bravely	Singapore Telecommunications Limited	Ogilvy & Mather

BRONZE	Award	Category	Brand	Campaign Title	Advertiser	Agency
1	Bronze	Beverages - Alcohol	Tiger Beer	Tiger: Uncage Street Food	Asia Pacific Breweries (Singapore) Pte Ltd	BBDO Singapore Pte Ltd
2	Bronze	Small Budgets (Product & Services)	HISTORY™	Hokkien Vikings	AETN Asia	GOVT Singapore Pte Ltd
3	Bronze	Brand Experience	Jetstar Asia	Jetstar goes Singlish, lah!	Jetstar Asia	AKA Asia
4	Bronze	Government / Institutional / Recruitment	Ministry of Communications and Information (MCI)	Eat Already?	Ministry of Communications and Information	DDB Group Singapore

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