

THE AAMS LIMITED



PRESS RELEASE
For Immediate Release

Effie Singapore 2020/21 & Association of Advertising & Marketing announce 25 finalists.

Singapore, 4 May 2021 - Effie Singapore 2020/21 and Association of Advertising & Marketing Singapore (AAMS) are pleased to announce 25 finalists.

The finalists were determined by a distinguished judging panel, made up of almost 40 industry leaders from agencies, clients and media partners.

BLKJ Havas has 9 shortlisted entries, followed by DDB Group Singapore and BBH Singapore with 5 & 4 shortlisted entries respectively.

Shufen Goh, Principal and Co-Founder, R3 Worldwide, President of Association of Advertising & Marketing Singapore (AAMS) said: "Now, more than ever, brands and their agencies have clearly stood behind the focus on effectiveness and how critical it is in benchmarking and measuring the impact of the work we create."

John Hadfield, CEO, BBH Singapore and Chair of the Effie Singapore 2020/21, commented: "There's no doubt that the pandemic reduced the number of successful effectiveness stories. Yet, with 25 finalists, there's tangible proof that the industry remains determined to prove its value. And the Singapore Effies continues to be held as the gold standard award to do so."

For more information, please contact Ms Jenny Lau, Director, Events & Programs, AAMS Tel: 9848 7979 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 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 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

A

EFFIE SINGAPORE 2020/21 FINALISTS BY CATEGORY

Category	Brand	Campaign Title	Client	Primary Agency 1/ Primary Agency 2
Education	Xin Zhong Wen	McChinese Lessons	The Learning Lab	BLKJ Havas
Financial Products and Services	Income	The Promise: Last Sandwich Generation	Income	BBH Singapore
Financial Products and Services	Great Eastern Life Assurance	LIVE #LIFEPROOF	Great Eastern Life Assurance	BLKJ Havas
Government/ Institutional/ Recruitment	Whole of Government	SG United	Ministry of Culture, Community and Youth (MCCY) / Ministry of Communications and Information (MCI)	DDB Group Singapore
Media, Entertainment & Leisure	Singtel	Only True Fans Get It	Singtel	BBH Singapore
Non-Profit/Pro-Bono/Public Service.	Infocomm Media Development Authority (IMDA)	Love, Translated	Infocomm Media Development Authority (IMDA) / Facebook Singapore Pte Ltd	BLKJ Havas
Pet Care	Furry's Kitchen	Food Influencers Tasting Dog Food	Furry's Kitchen	Ogilvy Singapore
Products and /or online services	Changi Airport Group (S) Pte Ltd – iShopChangi	iShopathon by iShopChangi	Changi Airport Group (S) Pte Ltd	DDB Group Singapore
Brand Experience	Scoot Tigerair Pte Ltd	The Yellow Converter	Scoot Tigerair Pte Ltd	BLKJ Havas / The Kingsmen Experience
Branded Content	Income	The Promise: Last Sandwich Generation	Income	BBH Singapore
Branded Content	Furry's Kitchen	A masterclass on stomping over pet food barriers-to-entry	Furry's Kitchen	Ogilvy Singapore

A

Small Budgets: Non-Profit, Products, Services	IKEA	IKEA Eftertrada: Style For All	IKEA Singapore	TBWA Singapore
Small Budgets: Non-profit, Products, Services	Infocomm Media Development Authority (IMDA)	Love, Translated	Infocomm Media Development Authority (IMDA) / Facebook Singapore Pte Ltd	BLKJ Havas
Small Budgets: Non-profit, Products, Services	Xin Zhong Wen	McChinese Lessons	The Learning Lab	BLKJ Havas
Small Budgets: Non-Profit, Products, Services	Singtel	Only True Fans Get It	Singtel	BBH Singapore
David vs Goliath	Furry's Kitchen	Food Influencers Tasting Dog Food	Furry's Kitchen	Ogilvy Singapore
Partnerships and Sponsorships	Xin Zhong Wen	McChinese Lessons	The Learning Lab	BLKJ Havas
Youth Marketing	National Council of Social Service	Beyond the Label – Belle Helpbot	National Council of Social Service	McCann Worldgroup Singapore / AiChat
Youth Marketing	Xin Zhong Wen	McChinese Lessons	The Learning Lab	BLKJ Havas
Digitally-Led Idea	National Council of Social Service	Beyond the Label – Belle Helpbot	National Council of Social Service	McCann Worldgroup Singapore / AiChat
Digitally-Led Idea	Changi Airport Group (S) Pte Ltd – iShopChangi	iShopathon by iShopChangi	Changi Airport Group (S) Pte Ltd	DDB Group Singapore
Commerce & Shopper (Category/Aisle Reinvention)	Infocomm Media Development Authority (IMDA)	Tekka Online Market	Infocomm Media Development Authority (IMDA)	BLKJ Havas
Commerce & Shopper Categories (Seasonal/ Event)	Changi Airport Group (S) Pte Ltd – iShopChangi	iShopathon by iShopChangi	Changi Airport Group (S) Pte Ltd	DDB Group Singapore

A

Social Good - Non-Profit	National Council of Social Service	Beyond the Label – Belle Helpbot	National Council of Social Service	McCann Worldgroup Singapore / AiChat
Social Good - Non-Profit	Whole of Government	SG United	Ministry of Culture, Community and Youth (MCCY) / Ministry of Communications and Information (MCI)	DDB Group Singapore