

The AAMS Limited



PRESS RELEASE

For Immediate Release

Effie Singapore 2022 & Association of Advertising & Marketing announce 18 finalists.

Singapore, 20 June 2022 - Effie Singapore 2022 and Association of Advertising & Marketing Singapore (AAMS) are pleased to announce the 18 finalists in this year's awards.

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

Ogilvy Singapore and BLKJ Havas both have 4 shortlisted entries, followed by Leo Burnett Singapore with 3, BBH Singapore and Superson Singapore both with 2 and Cheil, McCann Worldgroup Singapore and 72andSunny each with 1 shortlisted entry.

Shufen Goh, Principal and Co-Founder, R3 Worldwide, President of Association of Advertising & Marketing Singapore (AAMS) said: "The pandemic has certainly raised expectations on advertising and marketing to deliver to business. This has led to more new entrants from past years, further proving that work that creative is also most effective in delivering desired business outcomes."

Paul Soon, CEO of MullenLowe Singapore and Co-Chair of Effie Singapore 2022 commented: "This year, we have started to look at how we can improve participation. It's been wonderful having Luke as co-chair as he provides a different voice that comes from brands as we work to be more inclusive, diverse and transparent. We have seen an increased participation of 70% across all categories and are encouraged by the participation of more agencies."

Luke Tucker, Regional Head of Marketing at Citibank and Co-Chair of Effie Singapore 2022 commented: "It has been an honour to join Paul as Co-Chair this year. I have long admired what the Effies stand for, both with an

agency lens, and from an advertiser's perspective. The pandemic has kindled a renewed focus on the Marketing department, and the inherent role of agencies, to position brands for success. Accountability towards effectiveness and outcome-focused campaigns is therefore more crucial than ever. It was heartening to see the breadth and depth of submissions this year driving impact against a vast array of success measures."

For more information, please contact Helen, Events Manager, AAMS Tel: +65 9763 2412 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.

EFFIE AWARDS SINGAPORE 2022 FINALISTS

Category	Brand Name	Entry Title	Client	Primary Agency
Media Innovation - Existing Channel	GIC	Growing Bold Futures: Urban Farm Bus Stops	GIC	72andSunny Singapore
Brand Content & Entertainment – Products & Services	Income	#MeFirst	Income	BBH Singapore
Social Good – Non-Profit	TOUCH Community Services	Everyone Can Be Someone	TOUCH Community Services	BBH Singapore
Seasonal Marketing – Products & Services	Amazon Singapore	Crazy Real Singaporeans	Amazon Singapore	BLKJ Havas
T&AE _ Crisis Response / Critical Pivot	Buskermercials	Buskermercials	Mediacorp Singapore	BLKJ Havas
Retail	Amazon Singapore	Crazy Real Singaporeans	Amazon Singapore	BLKJ Havas
Brand Integration & Entertainment Partnerships	Buskermercials	Buskermercials	Mediacorp Singapore	BLKJ Havas
NEW! Social Good – Diversity, Equity & Inclusion	Galaxy Buds2 and Watch4	Listen to your Heart	Samsung Singapore	Cheil Singapore
Small Budgets – Products & Services	McDonald's	My Happy Table	McDonald's Singapore	Leo Burnett Singapore
Restaurants	McDonald's	My Happy Table	McDonald's Singapore	Leo Burnett Singapore
Multicultural – Products & Services	McDonald's	My Happy Table	McDonald's Singapore	Leo Burnett Singapore
Government & Public Service	CPF Board	Every Purpose Needs a Plan	CPF Board	McCann Worldgroup Singapore
The Positive Change: Social Good	National Crime Prevention Council	Love Scams	National Crime Prevention Council	Ogilvy Singapore
Health, Fitness & Wellness	Decathlon	The First Rule Is Play	Decathlon	Ogilvy Singapore
David vs. Goliath	AIA	What Will You Do When They Grow Up	AIA	Ogilvy Singapore
Marketing Disruptors – Products & Services	Decathlon	The First Rule Is Play	Decathlon	Ogilvy Singapore
Youth Marketing – Products & Services	Singtel Dash PET	Singtel Dash PET – The PET that takes care of you	Singtel Dash	Superson Singapore
Business, Product or Service Innovation	Singtel Dash PET	Singtel Dash PET – The PET that takes care of you	Singtel Dash	Superson Singapore