

THE AAMS LIMITED



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Cheil Singapore, Ogilvy Singapore & Leo Burnett emerged as top winners of Effie Singapore 2022

Singapore, 8 July 2022 - Ten Effie awards (3 Golds, 4 Silvers and 3 Bronzes) have been given away at the Effie Awards Show 2022 last night.

Organized by Association of Advertising & Marketing Singapore (AAMS), this is the 19th Effie Singapore.

A jury panel of over 30 judges comprising Singapore renowned marketing and advertising professionals determined the winners after two rounds of intense judging.

Ogilvy Singapore emerged as the top brand with a Gold, a Silver and a Bronze. Leo Burnett follows next with a Gold and a Silver while Cheil Singapore was awarded a Gold.

BLKJ Havas walked away with 2 Bronze in hand, Superson Singapore and 72andSunny with a Silver each.

Luke Tucker, Co-Chair of Effie Awards Singapore 2022, as well as Regional Head of Marketing, Citibank commented: "This year, I commend the bravery of agencies and their partners pushing boundaries, and the courage for the advertiser to trust the strength of the strategy and ideas. It was heartening to see more submissions this year in collaboration between brands and agencies, which is something we continue to encourage.

Shufen Goh, President of Association of Advertising & Marketing Singapore (AAMS), as well as Co-founder and Principal of R3 Worldwide commented: "We have introduced new categories this year and they are well received. More than 30% entries received are under new categories. Entries from independent agencies and clients have also doubled from 2017."

The full list of 2022 winners can be viewed at <http://effie.sg>.



For more information, please contact us at events@aams.org.sg or visit the website <http://effie.sg>.

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 WINNERS

Category	Brand Name	Entry Title	Client	Primary Agency	Award
NEW! Social Good – Diversity, Equity & Inclusion	Galaxy Buds2 and Watch4	Listen to your Heart	Samsung Singapore	Cheil Singapore	Gold
Small Budgets – Products & Services	McDonald's	My Happy Table	McDonald's Singapore	Leo Burnett Singapore	Gold
The Positive Change: Social Good	National Crime Prevention Council	Love Scams	National Crime Prevention Council	Ogilvy Singapore	Gold
Media Innovation - Existing Channel	GIC	Growing Bold Futures: Urban Farm Bus Stops	GIC	72andSunny Singapore	Silver
Restaurants	McDonald's	My Happy Table	McDonald's Singapore	Leo Burnett Singapore	Silver
Health, Fitness & Wellness	Decathlon	The First Rule Is Play	Decathlon	Ogilvy Singapore	Silver
Youth Marketing – Products & Services	Singtel Dash PET	Singtel Dash PET – The PET that takes care of you	Singtel Dash	Superson Singapore	Silver
Seasonal Marketing – Products & Services	Amazon Singapore	Crazy Real Singaporeans	Amazon Singapore	BLKJ Havas	Bronze
T&AE _ Crisis Response / Critical Pivot	Buskermercials	Buskermercials	Mediacorp Singapore	BLKJ Havas	Bronze
David vs. Goliath	AIA	What Will You Do When They Grow Up	AIA	Ogilvy Singapore	Bronze