

SEE YOU AT THE EFFIE LEARNING FESTIVAL 2024

AI : Artificial Intelligence (AI)

| | | | |
|---|------------------------------|---|-----------------------------|
| 1 | National Museum of Singapore | Reimagining Singapore's History With A.I. | TBWA Singapore |
| 2 | Central Provident Fund | Visualising a Future Worth Saving For | McCann Worldgroup Singapore |

Brand Content & Entertainment – Products & Services

| | | | |
|---|------------------|----------------------------------|-----|
| 3 | Income Insurance | Income Travel Insurance: TRAPPED | BBH |
|---|------------------|----------------------------------|-----|

Business Turnaround (Formerly "Renaissance")

| | | | |
|---|---------------|--|--|
| 4 | Scoot Pte Ltd | How an underdog airline redefined the LCC category | VML Singapore (previously Wunderman Thompson Singapore) |
|---|---------------|--|--|

C&S_Media Innovation

| | | | |
|---|------------|-------------------------------|-----------------------|
| 5 | McDonald's | Filet-O-Fish: The Great Catch | Leo Burnett Singapore |
|---|------------|-------------------------------|-----------------------|

Corporate Reputation

| | | | |
|---|------------------------|--|-----------------------------|
| 6 | FairPrice Group | Always, FairPrice: 50 Years of Purpose | FairPrice Group |
| 7 | Central Provident Fund | Visualising a Future Worth Saving For | McCann Worldgroup Singapore |

Culture & The Arts

| | | | |
|---|------------------------------|---|----------------|
| 8 | National Museum of Singapore | Reimagining Singapore's History With A.I. | TBWA Singapore |
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Customer Experience

| | | | |
|----|---------|----------------------|--------------------|
| 9 | Zespri | Zespri Fruit Pillbox | Mindshare APAC |
| 10 | Singtel | GOMO DATA BANK | Publicis Singapore |

David vs. Goliath (Situational)

| | | | |
|----|------|-----------------------------------|--|
| 11 | HSBC | HSBC TravelOne Credit Card Launch | VML Singapore (previously Wunderman Thompson Singapore) |
|----|------|-----------------------------------|--|

Education & Training

| | | | |
|----|-----------------------------|-------------------------------|---------------------|
| 12 | LASALLE COLLEGE OF THE ARTS | MAKE IT ALL HAPPEN AT LASALLE | GOODSTUPH SINGAPORE |
|----|-----------------------------|-------------------------------|---------------------|

Engaged Community Marketing

| | | | |
|----|---|-------------------------|--------------------------|
| 13 | Ministry of Social and Family Development | Let's Be Giants | Ogilvy Singapore Pte Ltd |
| 14 | Harman International Singapore | JBL Quantum Game Theory | BLKJ HAVAS |

Environmental: Brands, Non-profit

| | | | |
|----|--------------------------|-----------|------------|
| 15 | Land Transport Authority | Move Lite | BLKJ HAVAS |
|----|--------------------------|-----------|------------|

Experiential Marketing & Brand Experience: Live, Digital, Live + Digital (formerly "Brand Experience")

| | | | |
|----|------------------|---|----------------|
| 16 | Income Insurance | Income Travel Insurance: TRAPPED | BBH |
| 17 | Trust Bank | It's Trust's 1st Birthday, and The Party's for All of Us! | Iris Singapore |

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Finance

| | | | |
|----|----------------------|--|------------------|
| 18 | HSBC Singapore | Clubs with Disabilities | Ogilvy Singapore |
| 19 | HSBC Singapore | AdventureVerse | Ogilvy Singapore |
| 20 | Citibank | Wealth. Done well with Citi. | Nine:TwentyEight |
| 21 | United Overseas Bank | How UOB brought new players to the high interest rate account game by making it the easiest game in town | BBH |

Food & Beverage - Grocery & Retail Distribution

| | | | |
|----|-----------------|---|-------------------|
| 22 | Kellanova | KELLOGG'S: TURNING OUR PRODUCT MESSAGE INTO A BEHAVIOUR CHANGE MOMENT | Ogilvy Singapore |
| 23 | Zespri | Zespri Fruit Pillbox | Speakeasy |
| 24 | FairPrice Group | Be More Dragon | Homeground United |

Food & Beverage - Restaurant/Outlet

| | | | |
|----|-----------------------|-------------------------------------|-----------------------|
| 25 | McDonald's | With Love, McDSG | Leo Burnett Singapore |
| 26 | McDonald's | Filet-O-Fish: The Great Catch | Leo Burnett Singapore |
| 27 | McDonald's | Iconic McDonald's: The Best Burger. | OMD |
| 28 | Burger King Singapore | Burger King: Shrimply The Best | Bloomr.SG Mediagroup |

Government & Public Service

| | | | |
|----|---|---|--------------------------|
| 29 | Agency for Integrated Care | We See You Care | The Secret Little Agency |
| 30 | Agency for Integrated Care | You Already Care | The Secret Little Agency |
| 31 | Health Promotion Board | Supporters Who Listen, Support Better | Publicis Singapore |
| 32 | Health Promotion Board | Trust No Tongue | Publicis Singapore |
| 33 | Health Promotion Board | Vape is the Toxic Friend You Don't Need | Publicis Singapore |
| 34 | Ministry of Social and Family Development | Let's Be Giants | Ogilvy Singapore |

Influencer Marketing

| | | | |
|----|------------------|----------------------------------|---------------|
| 35 | Income Insurance | Income Protection: Fallin' Apart | BBH Singapore |
|----|------------------|----------------------------------|---------------|

Insurance

| | | | |
|----|------------------------------|----------------------------------|---------------|
| 36 | Income Insurance | Income Protection: Fallin' Apart | BBH Singapore |
| 37 | Income Insurance | The Super Safety Briefing | BBH Singapore |
| 38 | Great Eastern Life Assurance | How to Reach for Great in 10s | BLKJ HAVAS |
| 39 | Income Insurance | Income Travel Insurance: TRAPPED | BBH |
| 40 | Income Insurance | Max the Stress Ball | BBH |
| 41 | Great Eastern Life Assurance | Great Parenting | BLKJ HAVAS |

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Internet, Telecom & Software

| | | | |
|----|---------|--------------------------------------|---------------------------|
| 42 | Singtel | WiFi or WiFey, Broadband or your man | Hogarth Worldwide Pte Ltd |
| 43 | Singtel | GOMO DATA BANK | Publicis Singapore |
| 44 | Singtel | GOMO TIKTOK HIJACK | Publicis Singapore |

Media Idea

| | | | |
|----|------------------------------|-------------------------------|------------|
| 45 | Great Eastern Life Assurance | How to Reach for Great in 10s | BLKJ HAVAS |
|----|------------------------------|-------------------------------|------------|

New Product, Service or Business - Launch, Innovation or Line Extension

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|----|-------------------|-----------------------------------|---|
| 46 | Singtel | GOMO DATA BANK | Publicis Singapore |
| 47 | Samsung Singapore | Join the Flip side | Cheil Singapore |
| 48 | Income Insurance | The Super Safety Briefing | BBH Singapore |
| 49 | Income Insurance | Max the Stress Ball | BBH |
| 50 | Zespri | Zespri Fruit Pillbox | Mindshare |
| 51 | HSBC Singapore | HSBC TravelOne Credit Card Launch | VML Singapore (previously Wunderman Thompson Singapore) |

Performance Marketing

| | | | |
|----|----------|--|---------------|
| 52 | Citibank | Citigold – Redefining Conventional Definitions of Wealth | Spark Foundry |
|----|----------|--|---------------|

Small Budgets - Non-profit, Products, Services

| | | | |
|----|-------------------|-----------------------|---------------------|
| 53 | Mandarin Oriental | Letters To Neighbours | Forsman & Bodenfors |
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Social Good: Brands, Non-profit

| | | | |
|----|---|---|--------------------------|
| 54 | Agency for Integrated Care | We See You Care | The Secret Little Agency |
| 55 | Ministry of Social and Family Development | Let's Be Giants | Ogilvy Singapore |
| 56 | SG Enable | SG Enable UnAwkward Integrated Campaign | TBWAISingapore |

Social Media

| | | | |
|----|------------------------------|-------------------------------|------------|
| 57 | Great Eastern Life Assurance | How to Reach for Great in 10s | BLKJ HAVAS |
|----|------------------------------|-------------------------------|------------|

Sustained Success

| | | | |
|----|------------|------------|-----------------------|
| 58 | McDonald's | McGriddles | Leo Burnett Singapore |
|----|------------|------------|-----------------------|

T&SE _ Seasonal Marketing

| | | | |
|----|-----------------|------------------|-----------------------|
| 59 | FairPrice Group | Be More Dragon | Homeground United |
| 60 | McDonald's | With Love, McDSG | Leo Burnett Singapore |



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T&SE _ Timely Opportunity & Current Events

| | | | |
|---------------------------------------|------------------------|--|--|
| 61 | Mandarin Oriental | Letters To Neighbours | Forsman & Bodenfors |
| 62 | Changi Airport Group | The airport that became a Swiftie (Taylor's Version) | Ogilvy Singapore Pte Ltd |
| Transportation | | | |
| 63 | Singapore Airlines | Welcome To World Class | TBWA Singapore |
| Travel & Tourism | | | |
| 64 | Scout Pte Ltd | How an underdog airline redefined the LCC category | VML Singapore (previously Wunderman Thompson Singapore) |
| 65 | Changi Airport Group | The airport that became a Swiftie (Taylor's Version) | Ogilvy Singapore |
| Youth Marketing – Products & Services | | | |
| 66 | Health Promotion Board | Vape is the Toxic Friend You Don't Need | Publicis Singapore |
| 67 | Changi Airport Group | The airport that became a Swiftie (Taylor's Version) | Ogilvy Singapore |