

Category	Brand Name	Entry Title	Lead Agency	Awards
Small Budgets - Non-profit, Products, Services	Mandarin Oriental	Letters To Neighbours	Forsman & Bodenfors	GOLD
T&SE _ Timely Opportunity & Current Events	Mandarin Oriental	Letters To Neighbours	Forsman & Bodenfors	GOLD
Customer Experience	Singtel	GOMO DATA BANK	Publicis Singapore	GOLD
Insurance	Income Insurance	The Super Safety Briefing	BBH Singapore	GOLD
Internet, Telecom & Software	Singtel	GOMO DATA BANK	Publicis Singapore	GOLD
Sustained Success	McDonald's	McGriddles	Leo Burnett Singapore	GOLD
T&SE _ Timely Opportunity & Current Events	Changi Airport Group	The airport that became a Swiftie (Taylor's Version)	Ogilvy Singapore	GOLD
New Product, Service or Business - Launch, Innovation or Line Extension	Income Insurance	The Super Safety Briefing	BBH Singapore	GOLD
Food & Beverage - Restaurant/Outlet	McDonald's	Filet-O-Fish: The Great Catch	Leo Burnett Singapore	SILVER
Internet, Telecom & Software	Singtel	GOMO TIKTOK HIJACK	Publicis Singapore	SILVER
Business Turnaround(Formerly "Renaissance")	Scoot Pte Ltd	How an underdog airline redefined the LCC category	VML Singapore (previously Wunderman)	SILVER
Insurance	Income Insurance	Income Travel Insurance: TRAPPED	BBH Singapore	SILVER
New Product, Service or Business - Launch, Innovation or Line Extension	Singtel	GOMO DATA BANK	Publicis Singapore	SILVER
AI : Artificial Intelligence (AI)	National Museum of Singapore	Reimagining Singapore's History With A.I.	TBWA\Singapore	SILVER
New Product, Service or Business - Launch, Innovation or Line Extension	Samsung Singapore	Join the Flip side	Cheil Singapore	SILVER
T&SE _ Seasonal Marketing	FairPrice Group	Be More Dragon	Homeground United	SILVER
Corporate Reputation	Central Provident Fund	Visualising a Future Worth Saving For	McCann Worldgroup Singapore	SILVER
Social Good: Brands, Non-profit	Agency for Integrated Care	We See You Care	The Secret Little Agency	SILVER
Food & Beverage - Grocery & Retail Distribution	Kellanova	KELLOGG'S: TURNING OUR PRODUCT MESSAGE INTO A BEHAVIOUR CHANGE MOMENT	Ogilvy Singapore	SILVER
New Product, Service or Business - Launch, Innovation or Line Extension	Zespri	Zespri Fruit Pillbox	Mindshare	SILVER
Transportation	Singapore Airlines	Welcome To World Class	TBWA\Singapore	SILVER
Government & Public Service	Agency for Integrated Care	We See You Care	The Secret Little Agency	SILVER
Social Good: Brands, Non-profit	SG Enable	SG Enable UnAwkward Integrated Campaign	TBWA\Singapore	SILVER
Corporate Reputation	FairPrice Group	Always, FairPrice: 50 Years of Purpose	FairPrice Group	SILVER
Influencer Marketing	Income Insurance	Income Protection: Fallin' Apart	BBH Singapore	SILVER
Culture & The Arts	National Museum of Singapore	Reimagining Singapore's History With A.I.	TBWA\Singapore	SILVER
Insurance	Income Insurance	Income Protection: Fallin' Apart	BBH Singapore	SILVER
Customer Experience	Zespri	Zespri Fruit Pillbox	Mindshare	BRONZE
C&S_Media Innovation	McDonald's	Filet-O-Fish: The Great Catch	Leo Burnett Singapore	BRONZE
Food & Beverage - Grocery & Retail Distribution	Zespri	Zespri Fruit Pillbox	Speakeasy	BRONZE
Engaged Community Marketing	Harman International Singapore	JBL Quantum Game Theory	BLKJ HAVAS	BRONZE
Food & Beverage - Grocery & Retail Distribution	FairPrice Group	Be More Dragon	Homeground United	BRONZE
Experiential Marketing & Brand Experience: Live, Digital,Live + Digital(formerly)	Income Insurance	Income Travel Insurance: TRAPPED	BBH Singapore	BRONZE
Brand Content & Entertainment – Products & Services	Income Insurance	Income Travel Insurance: TRAPPED	BBH Singapore	BRONZE
Government & Public Service	Ministry of Social and Family Development	Let's Be Giants	Ogilvy Singapore	BRONZE
Insurance	Income Insurance	Max the Stress Ball	BBH Singapore	BRONZE
AI : Artificial Intelligence (AI)	Central Provident Fund	Visualising a Future Worth Saving For	McCann Worldgroup Singapore	BRONZE
Engaged Community Marketing	Ministry of Social and Family Development	Let's Be Giants	Ogilvy Singapore	BRONZE
New Product, Service or Business - Launch, Innovation or Line Extension	Income Insurance	Max the Stress Ball	BBH Singapore	BRONZE
Internet, Telecom & Software	Singtel	WiFi or WiFey, Broadband or your man	Hogarth Worldwide Pte Ltd	BRONZE
Education & Training	LASALLE COLLEGE OF THE ARTS	MAKE IT ALL HAPPEN AT LASALLE	GOODSTUPH SINGAPORE	BRONZE
Experiential Marketing & Brand Experience: Live, Digital,Live + Digital(formerly)	Trust Bank	It's Trust's 1st Birthday, and The Party's for All of Us!	Iris Singapore	BRONZE
T&SE _ Seasonal Marketing	McDonald's	With Love, McDSG	Leo Burnett Singapore	BRONZE
Finance	HSBC Singapore	Clubs with Disabilities	Ogilvy Singapore	BRONZE
Food & Beverage - Restaurant/Outlet	McDonald's	With Love, McDSG	Leo Burnett Singapore	BRONZE
Travel & Tourism	Changi Airport Group	The airport that became a Swiftie (Taylor's Version)	Ogilvy Singapore	BRONZE
Government & Public Service	Health Promotion Board	Vape is the Toxic Friend You Don't Need	Publicis Singapore	BRONZE
Social Media	Great Eastern Life Assurance	How to Reach for Great in 10s	BLKJ HAVAS	BRONZE
Food & Beverage - Restaurant/Outlet	McDonald's	Iconic McDonald's: The Best Burger.	OMD	FINALIST
Insurance	Great Eastern Life Assurance	Great Parenting	BLKJ HAVAS	FINALIST
Performance Marketing	Citibank	Citigold – Redefining Conventional Definitions of Wealth	Spark Foundry	FINALIST
Government & Public Service	Health Promotion Board	Trust No Tongue	Publicis Singapore	FINALIST
Environmental: Brands, Non-profit	Land Transport Authority	Move Lite	BLKJ HAVAS	FINALIST
Government & Public Service	Agency for Integrated Care	You Already Care	The Secret Little Agency	FINALIST
Youth Marketing – Products & Services	Changi Airport Group	The airport that became a Swiftie (Taylor's Version)	Ogilvy Singapore	FINALIST
Youth Marketing – Products & Services	Health Promotion Board	Vape is the Toxic Friend You Don't Need	Publicis Singapore	FINALIST
Finance	Citibank	Wealth. Done well with Citi.	Nine:TwentyEight	FINALIST
Social Good: Brands, Non-profit	Ministry of Social and Family Development	Let's Be Giants	Ogilvy Singapore	FINALIST
Government & Public Service	Health Promotion Board	Supporters Who Listen, Support Better	Publicis Singapore	FINALIST
New Product, Service or Business - Launch, Innovation or Line Extension	HSBC Singapore	HSBC TravelOne Credit Card Launch	VML Singapore (previously Wunderman)	FINALIST
Finance	United Overseas Bank	How UOB brought new players to the high interest rate account game by making it the easiest game in town	BBH Singapore	FINALIST
David vs. Goliath (Situational)	HSBC Singapore	HSBC TravelOne Credit Card Launch	VML Singapore (previously Wunderman)	FINALIST
Food & Beverage - Restaurant/Outlet	Burger King Singapore	Burger King: Shrimply The Best	Bloomr.SG Mediacorp	FINALIST
Media Idea	Great Eastern Life Assurance	How to Reach for Great in 10s	BLKJ HAVAS	FINALIST
Travel & Tourism	Scoot Pte Ltd	How an underdog airline redefined the LCC category	VML Singapore (previously Wunderman)	FINALIST
Finance	HSBC Singapore	AdventureVerse	Ogilvy Singapore	FINALIST
Insurance	Great Eastern Life Assurance	How to Reach for Great in 10s	BLKJ HAVAS	FINALIST

<b>Agency of the Year</b>	BBH Singapore
<b>Brand / Marketer of the Year</b>	Income Insurance
<b>Planner of the Year</b>	Cheryl Koh

