



Effie Awards Singapore 2025 FINALISTS

No.	Entry Title	Lead Agency	Client
INDUSTRY CATEGORIES			
DELIVERY SERVICES			
1.	How Social-first Made Lunch Stick For Grab	VaynerMedia Asia Pacific	Grab
EDUCATION & TRAINING			
2.	NO ROOM FOR LIMITS	Goodstuph Singapore	Lasalle College of the Arts
FINANCE			
3.	Turning Everyday Spends to Everyday Wins with Trust Cashback Credit Card	Iris Singapore	Trust Bank Singapore
4.	NETS IT, TAP IT with Tappy	DDB	NETS
5.	Acceptance Matters	McCann Worldgroup Singapore	Mastercard
6.	Get to your goals, effortlessly	GOVT Singapore	OCBC Bank
FOOD & BEVERAGE - GROCERY & RETAIL DISTRIBUTION			
7.	Every Day Made A Little Better	BBH Singapore	FairPrice Group
8.	The year FairPrice won Christmas - in the most unexpected category: Deli.	TBWA\ Singapore	FairPrice Group
FOOD & BEVERAGE - RESTAURANT/OUTLET			
9.	LoveSG 2024 - Garlic Chilli. It's Singapore Thing.	Leo Singapore	McDonald's Singapore
10.	Sonic Sauce	R/GA Media Group Singapore	Kentucky Fried Chicken

GOVERNMENT & PUBLIC SERVICES			
11.	Anything but Regular	DDB	Army Recruitment Centre
12.	Empower Today, Shape Our Tomorrow	BLKJ HAVAS	Early Childhood Development Agency
13.	Salt Changes The Relationship We Have With Flavour	Leo Singapore	Health Promotion Board
14.	Break the Silver Ceiling	The Secret Little Agency	Agency for Integrated Care
15.	'Foiled Once More' - The First Ever Music Video that is also an Anti-Terrorism Campaign	VML Singapore	Ministry of Home Affairs
16.	Our Water Makes Every Moment Count	Grey Singapore	PUB, Singapore's National Water Agency
17.	'One Team, One Dream'	Mediabrand Content Studio Singapore	Team Singapore
18.	Find Your Financial Calm	McCann Worldgroup Singapore	Central Provident Fund Board (CPF Board)
19.	It All Adds Up	TBWA\ Singapore	Health Promotion Board
INSURANCE			
20	Flexi Cat	BBH Singapore	Income Insurance
21	The Great You	BLKJ HAVAS	Great Eastern
22	Complete Protection, Complete Stories	BBH Singapore	Income Insurance
23	Between Two Chargers	BBH Singapore	Income Insurance
INTERNET, TELECOM & SOFTWARE			
24.	GOMO VALUE CAMPAIGN	Leo Singapore	Singtel
25.	GameHub+	TBWA\ Singapore	StarHub
26.	Broadband Peace of Mind	TBWA\ Singapore	StarHub
27.	Hello SecuriTea	Leo Singapore	Singtel

28.	Star Plan	TBWA\ Singapore	StarHub
NON-PROFIT			
29.	If you feel it, it's REAL	The Secret Little Agency	Agency for Integrated Care
30.	Bringing people closer together, for real.	Leo Singapore	For Real Co
31.	Turning Leaving Notes into Living Notes	TBWA\ Singapore	Samaritans of Singapore (SOS)
32.	Words of Comfort	Leo Singapore	Health Promotion Board
33.	Tickets for your Thoughts	Blak Labs	Mental Health Film Festival Singapore
REAL ESTATE			
34.	JLL There's No Going Back	BLKJ HAVAS	Jones Lang LaSalle
35.	A Sense of Home	PropertyGuru	PropertyGuru
36.	Home Run: Singapore	PropertyGuru	PropertyGuru
RETAIL, ECOMMERCE & SHOPPER MARKETING			
37.	Lazada "Always Better" Campaigns	Lazada	Lazada
38.	Grab: Hosting is Hard. Silence the Stress.	Grab Creative Studio	Grab
TRANSPORTATION			
39.	That time the Swifties did not break Grab	Grab Creative Studio	Grab
40.	Welcome To The Feeling of World Class	TBWA\ Singapore	Singapore Airlines
SPECIALTY CATEGORIES			
BUSINESS-TO-BUSINESS - PRODUCTS, SERVICES			
41.	B2Bold - Don't Speak Boardroom, Speak Algorithm	VaynerMedia Asia Pacific	Grab
42.	JLL There's No Going Back	BLKJ HAVAS	Jones Lang LaSalle
43.	HSBC ASEAN Growth Campaign	Grey Hong Kong	HSBC Asia

MULTICULTURAL - NON-PROFITS, PRODUCTS, SERVICES			
44.	Go-Gotong Royong-Go!	TBWA\ Singapore	Health Promotion Board
YOUTH MARKETING: PRODUCTS, SERVICES			
45.	Anything but Regular	DDB	Army Recruitment Centre
46.	'Foiled Once More' - The First Ever Music Video that is also an Anti-Terrorism Campaign	VML Singapore	Ministry of Home Affairs
47.	BratTea	Forsman & Bodenfors	Yeo's
48.	If you feel it, it's REAL	The Secret Little Agency	Agency for Integrated Care
49.	Prepared for Life with SIT	FiftyFull	Singapore Institute of Technology
50.	GOMO VALUE CAMPAIGN	Leo Singapore	Singtel
51.	Hello SecuriTea	Leo Singapore	Singtel
BRAND CONTENT & ENTERTAINMENT: PRODUCTS, SERVICES			
52.	Between Two Chargers	BBH Singapore	Income Insurance
53.	Welcome To The Feeling of World Class	TBWA\ Singapore	Singapore Airlines
54.	Home Run: Singapore	PropertyGuru	PropertyGuru
55.	The Great You	BLKJ HAVAS	Great Eastern
56.	Find Your Financial Calm	McCann Worldgroup Singapore	Central Provident Fund Board (CPF Board)
57.	'Foiled Once More' - The First Ever Music Video that is also an Anti-Terrorism Campaign	VML Singapore	Ministry of Home Affairs
BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS			
58.	Hello SecuriTea	Leo Singapore	Singtel
59.	The McGriddles® Breakfast x Icon Collection	Leo Singapore	McDonald's Singapore

60.	From Marina Bay to the Moon: How Singapore Danced with Coldplay	Singapore Tourism Board	Singapore Tourism Board
EXPERIENTIAL MARKETING & BRAND EXPERIENCE: LIVE, DIGITAL, LIVE + DIGITAL			
61.	Bringing people closer together, for real.	Leo Singapore	For Real Co
62.	Sweet Paprika Chicken McCrispy® - The Crispiest Takeover	Leo Singapore	McDonald's Singapore
CORPORATE REPUTATION			
63.	B2Bold - Don't Speak Boardroom, Speak Algorithm	VaynerMedia Asia Pacific	Grab
64.	Every Day Made A Little Better	BBH Singapore	FairPrice Group
DAVID VS. GOLIATH (SITUATIONAL)			
65.	Flexi Cat	BBH Singapore	Income Insurance
66.	Lazada "Always Better" Campaigns	Lazada	Lazada
MARKETING DISRUPTORS			
67.	Between Two Chargers	BBH Singapore	Income Insurance
68.	Complete Protection, Complete Stories	BBH Singapore	Income Insurance
69.	JLL There's No Going Back	BLKJ HAVAS	Jones Lang LaSalle
70.	BratTea	Forsman & Bodenfors	Yeo's
71.	Lazada "Always Better" Campaigns	Lazada	Lazada
SMALL BUDGETS - NON-PROFIT, PRODUCT, SERVICES			
72.	Acceptance Matters	McCann Worldgroup Singapore	Mastercard
73.	BratTea	Forsman & Bodenfors	Yeo's
74.	Rising to All That We Can Be - President's Challenge 2024	Distilleri	National Council of Social Service
75.	Turning Leaving Notes into Living Notes	TBWA\ Singapore	Samaritans of Singapore (SOS)

76.	Marketers hack GBT for every Grab campaign	Grab Creative Studio	Grab
SUSTAINED SUCCESS			
77.	It's Not Crazy. It's the Navy.	MullenLowe Singapore	Republic of Singapore Navy
78.	Turning the Tide for Women in the Navy	MullenLowe Singapore	Republic of Singapore Navy
79.	Make Every Day Matter	McCann Worldgroup Singapore	Central Provident Fund Board (CPF Board)
80.	PA Assurance	BBH Singapore	Income Insurance
COMMERCE & SHOPPER - DATA-DRIVEN			
81.	A Full Plate: A look at the nutritional state of the nation	FairPrice Group	FairPrice Group
COMMERCE & SHOPPER - DIGITAL COMMERCE			
82.	Grab: Hosting is Hard. Silence the Stress.	Grab Creative Studio	Grab
83.	Lazada "Always Better" Campaigns	Lazada	Lazada
COMMERCE & SHOPPER - NEW PRODUCT/SERVICE INTRODUCTION			
84.	GrabFood: Not only for Delivery	Grab Creative Studio	Grab
RETAIL MEDIA			
85.	Retail Media in Motion: From Shelf to Surge	FairPrice Group	FairPrice Group
ARTIFICIAL INTELLIGENCE (AI)			
86.	Marketers hack GPT for every Grab campaign	Grab Creative Studio	Grab
ENGAGED COMMUNITY MARKETING: PRODUCTS, SERVICES			
87.	Empower Today, Shape Our Tomorrow	BLKJ HAVAS	Early Childhood Development Agency
88.	Get Healthy	Bloomr.SG, Mediacorp	Mediacorp
89.	Bringing people closer together, for real.	Leo Singapore	For Real Co

90.	GOMO VALUE CAMPAIGN	Leo Singapore	Singtel
INFLUENCER MARKETING			
91.	How Social-first Made Lunch Stick For Grab	VaynerMedia Asia Pacific	Grab
92.	Tech-Smart Together: Turning Digital Fear into National Confidence	McCann Worldgroup Singapore	Ministry of Digital Development and Information (MDDI)
93.	YSL "Secret Code"	Mediabrand Content Studio Singapore	Loreal
94.	The Great You	BLKJ HAVAS	Great Eastern
PERFORMANCE MARKETING			
95.	Performance Marketing	MediaOne	Canon Singapore
96.	Wealth - Reimagined with Precision	Publicis Media Singapore	Citi Singapore
SOCIAL MEDIA: PRODUCTS, SERVICES			
97.	YOUR GOMO ESIM IS HERE	Leo Singapore	Singtel
98.	How Social-first Made Lunch Stick for Grab	VaynerMedia Asia Pacific	Grab
99.	B2Bold - Don't Speak Boardroom, Speak Algorithm	VaynerMedia Asia Pacific	Grab
MEDIA IDEA			
100.	Sweet Paprika Chicken McCrispy® - The Crispiest Takeover	Leo Singapore	McDonald's Singapore
101.	A Full Plate: A look at the nutritional state of the nation	FairPrice Group	FairPrice Group
CUSTOMER EXPERIENCE			
102.	That time the Swifties did not break Grab	Grab Creative Studio	Grab
NEW PRODUCT, SERVICE OR BUSINESS - LAUNCH, INNOVATION OR LINE EXTENSION			
103.	Complete Protection, Complete Stories	BBH Singapore	Income Insurance
104.	Between Two Chargers	BBH Singapore	Income Insurance

105.	YOUR GOMO ESIM IS HERE	Leo Singapore	Singtel
106.	GrabFood: Not only for Delivery	Grab Creative Studio	Grab
107.	Epic Wonderland	Cheil Singapore	Samsung Singapore
ENVIRONMENTAL: BRANDS, NON-PROFIT			
108.	Our Water Makes Every Moment Count	Grey Singapore	PUB, Singapore's National Water Agency
SOCIAL GOOD: BRANDS, NON-PROFIT			
109.	If you feel it, it's REAL	The Secret Little Agency	Agency for Integrated Care
110.	Turning Leaving Notes into Living Notes	TBWA\ Singapore	Samaritans of Singapore (SOS)
111.	Salt Changes The Relationship We Have With Flavour	Leo Singapore	Health Promotion Board
112.	A FULL PLATE	Blanc	FairPrice Group
113.	Complete Protection, Complete Stories	BBH Singapore	Income Insurance
114.	Rising to All That We Can Be - President's Challenge 2024	Distelleri	National Council of Social Service
115.	Words of Comfort	Leo Singapore	Health Promotion Board
DIVERSITY, EQUITY & INCLUSION			
116.	Break the Silver Ceiling	The Secret Little Agency	Agency for Integrated Care
117.	Acceptance Matters	McCann Worldgroup Singapore	Mastercard
118.	#GameLikeHer	Cheil Singapore	Samsung Singapore
TOPICAL & ANNUAL EVENTS: CRISIS RESPONSE/CRITICAL PIVOT			
119.	JLL There's No Going Back	BLKJ HAVAS	Jones Lang LaSalle

TOPICAL & ANNUAL EVENTS - SEASONAL MARKETING: PRODUCTS, SERVICES			
120.	LoveSG 2024 - Garlic Chilli. It's Singapore Thing.	Leo Singapore	McDonald's Singapore
121.	A Sense of Home	PropertyGuru	PropertyGuru
122.	Grab: Hosting is Hard. Silence the Stress.	Grab Creative Studio	Grab
123.	Go-Gotong Royong-Go!	TBWA\ Singapore	Health Promotion Board
124.	Hello Possibilities	Leo Singapore	Singtel
125.	Huat Heist	R/GA Media Group Singapore	Kentucky Fried Chicken
TOPICAL & ANNUAL EVENTS - TIMELY OPPORTUNITY & CURRENT EVENTS			
126.	BratTea	Forsman & Bodenfors	Yeo's
127.	That time the Swifties did not break Grab	Grab Creative Studio	Grab
128.	LoveSG 2024 - Garlic Chilli. It's Singapore Thing.	Leo Singapore	McDonald's Singapore