

FOR IMMEDIATE RELEASE:

**The APPIES 2016 celebrates innovation and bravery in Marketing Communications and Unveils the Best amongst the 73 Shortlisted Campaigns.**

**Singapore, August 26 2016 – The two-day Festival of Excellence, Sharing and Accelerated Learning from among the A-list of brand marketers in APAC ended on a high note on 26 August when The APPIES 2016 announced its well-deserved winners from a shortlist of 73 campaigns. With a judging panel comprising of notable top marketers across the region led by Chief Judge, Sameer Desai, Head of Consumer Healthcare Mundipharma- Asia, Latin America, Middle East and Africa, the inspiring showcase featured global brands, from over 12 markets. This year, there was a significant number of high quality of campaigns, resulting in 10 Gold and 10 Silver Medals celebrating great marketing campaign brilliance. Awards were also given out to 5 Best Presenters.**

Held over 25th and 26th August, the National University of Singapore Society (NUSS) venue was a bustling and stimulating stage for all attendees, as they witnessed award-worthy campaigns from a range of industries, representing 6 categories; Consumer Durables, Consumer Services, Food & Beverage, Non-Food FMCG, Business Services and Government, Cultural, Social & Environmental, and featuring leading brands such as MasterCard, KFC, Airbnb, Coca-cola, Nestle, Dettol and Scoot. McCann Worldgroup's "The Emotional Trailer", continued its winning streak after winning gold at Cannes Lions 2016 and bagged the Gold Award at the Appies 2016. 42% of finalist entries came from India this year, representing the biggest cluster from Asia Pacific. Interestingly, 45% of the awards was won by campaigns from India. McCann Worldgroup is the biggest winner by winning 4 Gold Awards and 3 silvers for their outstanding campaigns.

Enthusiastic delegates find the unique 4-6-20 format at The Appies a very refreshing idea for accelerated learning which supports effective sharing of specific strategies that have clicked in Asia Pacific's highly diversified markets.

A brand new '**Disruptor Panel**' presented by Nigel Kwan, VP Marketing & Sales Strategy, SEA Amobee was well-received by the audience. Nigel shared on how moment marketing captures moments that matter to the consumers and how marketing must become agile and responsive to meet the demands of our consumers. During the Disruptor Panel, panelists from Zalora, IBM ASEAN, foodpanda, DirectAsia and PropertyGuru shared their success stories on how digital technology is an important enabler for their brand and what is driving disruption for non-traditional players vs incumbent brand-centric players.

In addition to an insightful presentation by Amobee, Scott Mackenzie, Vice President, Channels, Asia, for NBCUniversal International Networks, delivered his lively presentation on how NBCUniversal Content Studio opens the door to original, highly engaging and sharable content and delivers the premium TV quality storytelling experience audience craves.



Alvin Neo, Chairman of the APPIES 2016, Chief Marketing Officer at Parkway Pantai, observed that “We are pleased to see The Appies going from strength to strength, with the 2016 conference witnessing a strong crop of powerful, inventive campaigns underlaid by robust digital foundations, sharp content and brave choices.”

The APPIES 2016 is organized by the Institute of Advertising Singapore, with presenting sponsor SingTel, supporting partners, NTUC e2i, U Associates and supporting sponsors MediaCorp, Asia Pacific Breweries Singapore, Amobee, cum.M+D, NBCUniversal International Networks, R3 Worldwide, The Edge, WARC.com and zPixel.

For full list of winners, refer to the next page

**For enquiries, please contact:**

Ms May Loong: Executive Director (Institute of Advertising Singapore):

Tel: +65 6220 8382 | Email: [may@ias.org.sg](mailto:may@ias.org.sg)

Visit the website <http://www.appies.asia/>

**About IAS**

Launched in 1990, the IAS (Institute of Advertising Singapore) is a nonprofit organisation that represents all parties in the marketing communications industry including marketing companies, media owners and their agencies. Its remit is to help the marketing communications industry in Singapore shape its future in a global leadership role. The IAS does this by focusing on the development of its key asset, talent. As businesses that are centered on people and ideas, the attraction, development and the retention of talent is, without doubt, the number one priority for the industry.

The IAS organises educational events and programs, celebrates best practice (through award shows – e.g. Effies, APPIES, Hall of Fame Awards) and facilitates the exchange of information and ideas.

## APPIES APAC 2016 : WINNING CAMPAIGNS

CAMPAIGN TITLE	BRAND	AGENCY	COUNTRY	
#WELCOMEBACK MAGGI	MAGGI	McCann Worldgroup India	India	GOLD WINNER
A Drive Back In Time	Audi	Publicis Singapore	Singapore	GOLD WINNER
Adviser Connect: Virtual hook-ups for insurance advisers	NTUC Income	BBH Asia Pacific	Singapore	GOLD WINNER
Cat Street View	Onomichi-city	I&S BBDO/BBDO Japan/BBDO J WEST/KOO-KI	Japan	GOLD WINNER
Dettol, Coining a New Cultural Currency for Hygiene in India	DETTOL	McCann Worldgroup India	India	GOLD WINNER
Light up a village	Western Union	McCann Worldgroup India	India	GOLD WINNER
McDelivery: How Predictive Logic can sell a lot, lot, lot more Hamburgers	McDelivery	Tasseologic	Singapore	GOLD WINNER
The Emotional Trailer	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN Melbourne	Australia	GOLD WINNER
The Road to Milan	MasterCard	Digital Arts Network (DAN) Singapore	Vietnam	GOLD WINNER
Worst Face Scenario	Vaseline Men	BBH Asia Pacific	Thailand	GOLD WINNER

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Big Mac Dubsmash Chant Challenge	McDonald's Malaysia	Leo Burnett/ Arc Worldwide	Malaysia	SILVER WINNER
DIGI – Bringing Back the Migrant Love	Digi Telecommunications Sdn Bhd	NAGA DDB	Malaysia	SILVER WINNER
Dunk That Junk	MTV	MTV / VIACOM18	India	SILVER WINNER
Fair Sex Fair Say	iCan	McCann Worldgroup India	India	SILVER WINNER
Hungry Slip Ups	Snickers	BBDO	Hong Kong	SILVER WINNER
Khul ke Khelo Holi (Open up to the carnival of Holi)	Parachute Advansed Coconut Hair Oil	McCann Worldgroup India	India	SILVER WINNER
Maxis safe mode: How we used a child's voice to save lives.	Maxis	Ensemble Worldwide	Malaysia	SILVER WINNER
OrangeAid presents "Last Day of School"	NTUC Income	BBH Asia Pacific	Singapore	SILVER WINNER
Philips Air Purifiers: Bringing air pollution closer to people's lives.	Philips Air Purifiers	BBH Communications India Private Limited	India	SILVER WINNER
The Condom that took on a Porn Star	Skore Condoms	McCann Worldgroup India	India	SILVER WINNER

## APPIES APAC 2016 : BEST PRESENTERS

NAME	POSITION	AGENCY	CAMPAIGN TITLE
CARYL HEAH	Associate Strategic Director	NAGA DDB SDN BHD	DIGI – BRINGING BACK THE MIGRANT LOVE
Dr Urvashi Pitre	President	Tasseologic	McDelivery: How Predictive Logic can sell a lot, lot, lot more
Eugene Lee	Senior Marketing Manager	McDonald's Malaysia	Big Mac Dubsmash Chant Challenge
Rajesh Sharma	Group Planning Director	MCCANN WORLDGROUP INDIA	Khul ke Khelo Holi (Open up to the carnival of Holi)
Sidhaesh Subrah	Account Director	Publicis Singapore	A Drive Back In Time