

FOR IMMEDIATE RELEASE:

The APPIES 2015 celebrates the Most Brilliant and Inspirational Ideas in Marketing Communications and Unveils the Best amongst the 80 Campaign Shortlist

Singapore, August 28 2015 – As the two-day festival of marketing excellence came to a close on 27 August, The APPIES 2015 announced the winners from a shortlist of over 80 campaigns. With a judging panel comprising of notable top marketers across the region, the inspiring showcase featured global brands, from over 10 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 Presenting teams.

Held over 26th and 27th 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; Food & Beverage, Non-Food FMCG, Consumer Durables, Business Services, Consumer Services and Pro Bono/Government/Cultural.

The APPIES is the only marketing awards platform in Singapore where presenters (brand marketers or campaign creators) pitch their work in the presence of a live judging panel to convince them of their excellence. Their case studies not only facilitate the dynamic exchange of marketing ideas, but also support effective sharing of specific strategies that have clicked in Asia Pacific's highly diversified markets.

A brand new '**Insights of the Day**' segment has also proved a huge success with the audience. Industry thought-leaders commented on the insights they have observed in the two days. It is more important now to be guided by consumer learnings and insights as the 'standard' approaches may no longer deliver the desired results.

Chief Judge of the APPIES, Director of Marketing – Asia Pacific Lenovo, **Sridhar Ramaswamy**, said "APPIES is all about recognizing the best in effectiveness of marketing. This year's winners demonstrate that great marketing is created as much by agencies as by the brand owners. This collaboration is central to successful campaigns. "

Alvin Neo, who is the Chairman of the APPIES 2015, Chief Marketing Officer at Parkway Pantai, observed that "This year's crop of APPIES winners reflected not only excellence in marketing but were impressive their leverage of leading edge trends in digital, social and content."

Commenting on the need to 'Relearn Everything', IAS President as well as Co-Founder and Principal, R3 Worldwide, **Goh Shufen** shared that "With IAS' vision to make Singapore the marcoms hub of Asia, APPIES is our key platform to bring the best of Asia's talent for two days of sparring and relearning, ever so necessary for an ever changing marketing landscape."



The APPIES 2015 is organized by the Institute of Advertising Singapore, with presenting sponsor SingTel, supporting partners, e2i and NTUC, and supporting sponsors MediaCorp, Asia Pacific Breweries Singapore, BBDO Singapore, Black Marketing Asia, NBCUniversal International Networks, R3 Worldwide, Singapore Press Holdings, The Edge, WARC.com, 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

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 2015 WINNING CAMPAIGNS

GOLD WINNERS

Campaign Title : IKEA Bookbook Campaign
 Brand : IKEA
 Agency : Bartle Bogle Hegarty
 Country : Singapore/Malaysia

Campaign Title : MTV The Junkyard Project
 Brand : MTV
 Agency : MTV India
 Country : India

Campaign Title : The Priceless Engine - New Year's Eve Campaign
 Brand : MasterCard
 Agency : Digital Arts Network Singapore
 Country : Singapore

Campaign Title : Ariel - Share The Load
 Brand : Ariel
 Agency : BBDO India Pvt. Ltd.
 Country : India

Campaign Title : Tukdon Pe Jeena Chhodo (Don't live in bits & pieces)
 Brand : Saffola Masala Oats
 Agency : McCann Worldgroup India
 Country : India

Campaign Title : BMW R nineT Custom Project
 Brand : BMW R nineT
 Agency : Proximity Japan
 Country : Japan

Campaign Title : Change Made Easy
 Brand : Nihar Shanti Amla
 Agency : BBH Communications
 Country : India

Campaign Title : Saffolalife World Heart Day - Protect Her Heart
 Brand : Saffola
 Agency : McCann Worldgroup India
 Country : India

Campaign Title : Birla Sun Life Insurance - Khud Ko Kar Buland (be your own strength)
 Brand : Birla Sun Life Insurance
 Agency : Taproot Dentsu India (Communication Pvt Ltd)
 Country : India

Campaign Title : Johnnie Walker – THE JOURNEY
 Brand : Johnnie Walker
 Agency : BBH Communications India Pvt Ltd.
 Country : India

SILVER WINNERS

Campaign Title : POSB NeighboursFirst.SG – Your Neighbourhood. Redefined.
 Brand : POSB
 Agency : Havas Media Singapore
 Country : Singapore

Campaign Title : Struöc - The Name Says It All
 Brand : Courts
 Agency : DDB Group Singapore
 Country : Singapore

Campaign Title : Nike #PlayPinoy
 Brand : Nike Basketball
 Agency : BBH Asia Pacific
 Country : Philippines

Campaign Title : Future Made Different
 Brand : NTUC Income
 Agency : BBH Asia Pacific
 Country : Singapore

Campaign Title : Celebrating the Language of Love
 Brand : Annum Materna
 Agency : Di9it DM9 Jayme Syfu
 Country : Philippines

Campaign Title : Reverse Nurturance
 Brand : Parachute Advansed
 Agency : McCann Worldgroup India
 Country : India

Campaign Title : Travel Made Different
Brand : NTUC Income
Agency : BBH Asia Pacific
Country : Singapore

Campaign Title : The First (Really) Social Airline
Brand : Scoot
Agency : Publicis Singapore
Country : Singapore

Campaign Title : Castrol Drive On
Brand : Castrol CRB+ Turbo
Agency : Lowe Vietnam
Country : Vietnam

Campaign Title : The Great Escape
Brand : Heineken
Agency : Publicis
Country : Vietnam

BEST PRESENTERS

Saffolalife World Heart Day - Protect Her Heart

Suraja Kishore, Executive Planning Director, McCann Worldgroup India

Gautam Bhatia, Brand Manager, Marico Limited

Ikea Bookbook Campaign

Josie Khng, Social Strategist, Bartle Bogle Hegarty

Celebrating the Language of Love

Carlo Ople, Managing Partner & Director, DM9 Digit

Katz Lobregat Enriquez, Marketing & Digital Capability Manager, Fonterra Philippines

Castrol Drive On

Indraneel Guha, Director – Operations & Strategic Planning, Lowe Vietnam

POSB NeighboursFirst.SG – Your Neighbourhood. Redefined.

Jeremy Heng, Director, Strategy & Content, Havas Media Singapore

Chanderni Devi Polo, Assistant Vice-President, DBS Bank

IDEAS
PEOPLE