

FOR IMMEDIATE RELEASE:

80 shortlisted marketing campaigns from over 12 markets contend for the APPIES 2015

Singapore, July 15, 2015 - The APPIES organising committee and the Institute of Advertising Singapore today announced the 80 shortlisted campaigns for the APPIES 2015 and the introduction of the new APPIES Insights of the Day segment.

Save the dates of 26th- 27th August and join us at the National University of Singapore Society (NUSS) for the APPIES 2015! With over 100 presenters (brand marketers and campaign creators) from 12 markets pitching their work individually to the assessing panels comprising of leading industry peers, this year's finalists showcase stellar work from over 30 different agency and marketing groups.

The shortlist of 80 integrated marketing campaigns represent highly diverse industries spanning six categories, including Consumer Durables, Consumer Services, Food & Beverage, Non-Food FMCG, Business Services and Government, Cultural, Social & Environmental, and feature leading brands such as Visa, Burger King, Airbnb, Toyota, Nike, Nivea, Gillette, Levi's, AirAsia, Heineken, Pepsi and Republic of Singapore Air Force.

The LIVE 4-6-20 campaign presentation format continues to be a big draw for participants and audience members. With each presentation beginning with a 4-minute showreel video summarising the campaign and followed by a live 6-minute exposition of the campaign's key highlights by the brand's marketers/campaign creators. Then comes the interactive 20-minute session where each campaign is cross-examined by both the judges and the audience.

Said APPIES 2015 Chairman and Chief Marketing Officer of Parkway Pantai, Alvin Neo, "The APPIES' unique format provides an amazing opportunity to get in detail, under the skin of the best campaigns from the region. It's not to be missed!"

"APPIES is totally focused on exchanging and learning great ideas, hearing from the horses' mouths how business problems are solved through creativity. Hence, we get a very strong following with brand owners from around the region," commented Ms Goh Shu Fen, member of the APPIES 2015 advisory council, Chairman of the IAS and Co-founder and Principal of R3 Asia Pacific.

New Insights of the Day Segment

Alongside the campaign presentations, we are introducing an exciting new segment; the APPIES Insights of the Day - which will provide key learnings about the campaign presentations, from 'best-in-class' examples, to feedback on how case studies can be improved on. The APPIES Insights session will leave you armed with a deeper understanding of how successful campaigns are evaluated, and what judges look out for in the awards show.



With engaging presentations and the inclusion of the new insights segment, the APPIES 2015 aims to once again deliver an educational and stimulating platform for marketing and advertising professionals to learn from leading industry peers, share innovative, award-worthy work and network for future business and professional opportunities.

The APPIES 2015 is organized by the Institute of Advertising Singapore, and supported by Asia Pacific Breweries Singapore, BBDO Singapore, Black Marketing Asia, MediaCorp, NBCUniversal International Networks, Singapore Press Holdings, The Edge, WARC.com, zPixel and presenting sponsor Singtel. For full list of shortlisted entries, refer to the next page.

Be part of this stimulating event! Conference passes are open for registration at <http://www.appies.asia/appies-2015/appies-registration>

For enquiries, please contact:

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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 SHORTLISTED CAMPAIGNS**CATEGORY – BUSINESS SERVICES**

Campaign Title : See The Big Picture
Brand : SPH (Singapore Press Holdings)
Agency : Germs Digital
Country : Singapore

CATEGORY – CONSUMER DURABLES

Campaign Title : Toyota - Do The Waku Doki
Brand : Toyota
Agency : Dentsu Singapore Pte Ltd
Country : Singapore

Campaign Title : The Lion City Roars For Grimlock
Brand : Transformers
Agency : OMD Singapore
Country : Singapore

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

Campaign Title : The Waterless Project
Brand : Levi's
Agency : BBDO Malaysia
Country : Malaysia

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

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

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

Campaign Title : “Cooked with Love”
 Brand : Philips, Noodle Maker
 Agency : iris Worldwide (Singapore)
 Country : Singapore

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

Campaign Title : The curious case of selling more digital appliances without talking directly to those who buy them (This is living experiential platform)
 Brand : Samsung Digital Appliances
 Agency : Leo Burnett, Vietnam
 Country : Vietnam

CATEGORY – CONSUMER SERVICES

Campaign Title : Cure Your Hover Finger When You Pay With Visa
 Brand : Visa
 Agency : BBDO Singapore
 Country : Singapore

Campaign Title : Welcome to Airbnb
 Brand : Airbnb
 Agency : TBWA\Singapore
 Country : Singapore, Australia, Japan, Korea, Hong Kong

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

Campaign Title : Parkway East Medical High School
Brand : Parkway East Hospital
Agency : Behaviour
Country : Singapore

Campaign Title : Run for Cover
Brand : Mount Elizabeth Hospital
Agency : CUM. M+D
Country : Singapore

Campaign Title : Caddie Rappers, Hip Hop Golf Education
Brand : Sega Sammy Cup Golf Tournament
Agency : I&S BBDO
Country : Japan

Campaign Title : Longing is Precious
Brand : King Power
Agency : Dentsu Young & Rubicam Ltd. (Head Office)
Country : Thailand

Campaign Title : MTV Campus Diaries
Brand : MTV India (In House)
Agency : MTV India
Country : India

Campaign Title : What's in your Bag?
Brand : KLIA2 Retail
Agency : Lowe Malaysia
Country : Malaysia

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

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

Campaign Title	:	Pioneers OK!
Brand	:	NTUC Social Enterprises
Agency	:	BBH Asia Pacific
Country	:	Singapore
Campaign Title	:	The Anywhere And Everywhere Competition
Brand	:	Skyscanner
Agency	:	Leo Burnett
Country	:	Singapore
Campaign Title	:	Escape the Haze - iWeather
Brand	:	Air Asia Singapore
Agency	:	iProspect Singapore
Country	:	Singapore
Campaign Title	:	New Channel – Pepsi MTV Indies
Brand	:	Pepsi MTV Indies
Agency	:	NA
Country	:	India
Campaign Title	:	SG4SG
Brand	:	StarHub
Agency	:	DDB Group Singapore
Country	:	Singapore
Campaign Title	:	StarHub 4G 4Good
Brand	:	StarHub
Agency	:	DDB Worldwide
Country	:	Singapore
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	:	Locally Famous
Brand	:	Priceless Platform
Agency	:	McCann Sydney
Country	:	Australia

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

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

Campaign Title : AXA Smartdrive
Brand : AXA Life Insurance Singapore
Agency : Publicis Singapore
Country : Singapore

Campaign Title : VISA “Get Lost Challenge”
Brand : Visa
Agency : BBDO China
Country : China

CATEGORY – FOOD & BEVERAGE

Campaign Title : Taste, worth sharing
Brand : Anmum
Agency : DDB Group Hong Kong
Country : Hong Kong

Campaign Title : Hungry Barber
Brand : Snickers
Agency : I&S BBDO
Country : Japan

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

Campaign Title : Weigh your Wallet
 Brand : Burger King
 Agency : Lowe Malaysia
 Country : Malaysia

Campaign Title : If Mummy Wins
 Brand : Dutch Lady
 Agency : Leo Burnett Malaysia
 Country : Malaysia

Campaign Title : Pepsi's Nutriklim Sips "Care-avan"
 Brand : Nutriklim Sips
 Agency : IXM
 Country : Philippines

Campaign Title : Winning the City Back from the Competition
 Brand : Heineken (Asia Pacific Breweries Singapore)
 Agency : iris Worldwide(Singapore)
 Country : Singapore

Campaign Title : VAT 69 Be One in a 100
 Brand : Vat 69
 Agency : BBH Mumbai
 Country : India

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

Campaign Title : Alaska Value Halo-halo
 Brand : Alaska Evaporada, Alaska Condensada
 Agency : Lowe Philippines
 Country : Philippines

Campaign Title : Pressure Takes The Pressure Test
 Brand : Pepsi
 Agency : J.Walter Thompson
 Country : India

Campaign Title : Wake me up before you go... for breakfast.
 Brand : McDonald's
 Agency : DDB Group Singapore
 Country : Singapore

Campaign Title : Guinness "Beer Gao"
 Brand : Guinness Foreign Extra Stout
 Agency : BBDO Singapore
 Country : Singapore

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

Campaign Title : "The Unofficial Official History of Singapore"
 Brand : Tiger Beer
 Agency : BBDO Singapore
 Country : Singapore

Campaign Title : 7UP DanceUP
 Brand : 7UP
 Agency : BBDO India
 Country : India

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

CATEGORY – NON-FOOD FMCG

Campaign Title : P.S I Love You Mom
 Brand : Nivea
 Agency : Red Communication
 Country : Indonesia

Campaign Title : Gillette #TheBestAFanCanGet
 Brand : Gillette
 Agency : Grey Group
 Country : India

Campaign Title : Make bed-wetting to be loved, with Kao Resesh
 Brand : Resesh
 Agency : I&S BBDO
 Country : Japan

Campaign Title : Axe Signature Launch
 Brand : Axe Signature
 Agency : Bartle Bogle Hegarty Asia Pacific
 Country : India

Campaign Title : Don't be a Football Zombie
 Brand : Clear & Rexona
 Agency : Lowe Malaysia
 Country : Malaysia

Campaign Title : Omo TET Reunion Champions
 Brand : OMO
 Agency : Lowe + Partners, Singapore
 Country : Vietnam

Campaign Title : Sada Sexy Raho (Stay Forever Sexy)
 Brand : Set Wet
 Agency : Taproot India Communication Pvt. Ltd.
 Country : India

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

Campaign Title : Rexona Pa-simple Moves
 Brand : Rexona
 Agency : Lowe Philippines
 Country : Philippines

Campaign Title : #STOP THE BULONG
 Brand : Modess Philippines
 Agency : Di9it DM9 Interactive
 Country : Philippines

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

Campaign Title : Touch The Pickle
 Brand : Whisper
 Agency : BBDO India Pvt. Ltd.
 Country : India

Campaign Title : Share it to end it
 Brand : The Coalition Against Bullying for Children and Youth (CABCY)
 Agency : J. Walter Thompson, Singapore/ Mirum Singapore
 Country : Singapore

Campaign Title : Art of Oiling
 Brand : Parachute Advansed
 Agency : McCann Worldgroup India
 Country : India

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

Campaign Title : Active Fresh 2014 Campaign
 Brand : Johnson's Baby
 Agency : BBDO Guerrero
 Country : Philippines

Campaign Title : "Heal with Love"
 Brand : Band-Aid
 Agency : BBDO China
 Country : China

CATEGORY – PRO BONO / GOVERNMENT / CULTURAL

Campaign Title : 12 riders. 10 days and 1400 kilometers later, over 1000 children had hope
 Brand : Wheels for Wheels Foundation & Cerebral Palsy Lanka Foundation
 Agency : Leo Burnett Solutions Inc.
 Country : Sri Lanka

Campaign Title : The Newspaper That Stopped Dengue In Its Tracks
 Brand : MAWBIMA
 Agency : Leo Burnett Solutions Inc.
 Country : Sri Lanka

Campaign Title : Am I Okay?
 Brand : Cybozu (Company)
 Agency : Nihon Keizai Advertising Co.,Ltd.
 Country : Japan

Campaign Title : Frogasia Leaps of Knowledge Series
 Brand : Leaps of Knowledge Series
 Agency : Lowe Malaysia
 Country : Malaysia

Campaign Title : #PHThankYou
 Brand : Philippines
 Agency : BBDO Guerrero
 Country : Philippines

Campaign Title : OMO TET Family Reunion
 Brand : OMO
 Agency : Lowe + Partners, Singapore
 Country : Vietnam

Campaign Title : Project Unlearn
 Brand : CRY
 Agency : BBH India
 Country : India

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

Campaign Title : Life's Sweeter with Less Sugar
 Brand : Obesity and Weight Management
 Agency : DDB Group Singapore
 Country : Singapore



Campaign Title : National Environment Agency
Brand : Dengue Prevention Campaign
Agency : DDB Group Singapore
Country : Singapore

Campaign Title : One Force One App
Brand : Republic of Singapore Air Force
Agency : DDB Worldwide Pte Ltd
Country : Singapore

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