

HALL OF FAME AWARDS 2015 : WINNERS

PEOPLE AWARDS

CATEGORY	ORGANISATION	NAME OF INDIVIDUAL	AGENCY
1 AGENCY HEAD OF THE YEAR	DDB Group Singapore	David Tang	
2 BUSINESS LEAD OF THE YEAR (CREATIVE)	DDB Group Singapore	Joshua Lee	
3 BUSINESS LEAD OF THE YEAR (MEDIA)	Starcom MediaVest Group	Joshua Kwah	
4 CLIENT OF THE YEAR	IKEA	Tze Kuen Yeong	BBH Asia Pacific
5 CREATIVE DIRECTOR OF THE YEAR	TBWA\Group Singapore	Gary Steele	TBWA\Group Singapore
6 DIGITAL SPECIALIST OF THE YEAR	TBWA\Group Singapore	Tuomas Peltoniemi	TBWA\Group Singapore
7 MEDIA SPECIALIST OF THE YEAR	Havas Media Asia Pacific Pte Ltd	Kim Fam	Havas Media Asia Pacific Pte Ltd
8 PLANNER OF THE YEAR	TBWA\Group Singapore	Natalie Gruis	TBWA\Group Singapore
9 SUIT OF THE YEAR AWARD	J. Walter Thompson Singapore	Jude Foo	J. Walter Thompson Singapore
10 YOUNG TALENT OF THE YEAR (ACCOUNT SERVICE)	J.Walter Thompson Singapore	Lynette Chua	J.Walter Thompson Singapore
11 YOUNG TALENT OF THE YEAR (CREATIVE)	TBWA\Group Singapore	Lena Paik	TBWA\Group Singapore
12 YOUNG TALENT OF THE YEAR (MEDIA)	OMD	Melissa Tan	OMD

TEAM AWARDS

CATEGORY	ORGANISATION	CAMPAIGN TITLE
13 MEDIA SALES AND MARKETING TEAM OF THE YEAR	MediaCorp Pte Ltd	SG50 Design-A-Tee
14 CREATIVE TEAM OF THE YEAR	DDB Group Singapore	Starhub Home By Homes
15 MEDIA TEAM OF THE YEAR	Starcom Mediavest Group	The Unofficial Official Beer of Singapore

CAMPAIGN AWARDS

ORGANISATION	CAMPAIGN TITLE	CLIENT	AGENCY
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TRANSMEDIA CAMPAIGN OF THE YEAR

16 iris Worldwide Singapore	Rebuilding the Singapore Spirit with LEGO	LEGO Singapore	iris Worldwide Singapore	(GOLD)
17 BBH Asia Pacific	NTUC Income Future Made Different		BBH Asia Pacific	(SILVER)
18 StarHub Limited	StarHub Home by Homes		DDB Group Singapore	(BRONZE)

SOCIAL CAMPAIGN OF THE YEAR

19 StarHub Limited	StarHub Home by Homes		DDB Group Singapore	(GOLD)
20 Breast Cancer Foundation	Logos Against Breast Cancer		DDB Group Singapore	(SILVER)
21 iris Worldwide Singapore	Philips Airfryer - Lose the oil, not the love	Philips Electronic (S) Pte Ltd	iris Worldwide Singapore	(BRONZE)

MOBILE MARKETING CAMPAIGN OF THE YEAR

22 McDonald's Singapore	Wake Me Up Before You Go Go... For Breakfast	McDonald's Singapore	DDB Group Singapore	(GOLD)
23 BBH Asia Pacific	Chupa Chups Get Lolli		BBH Asia Pacific	(SILVER)
24 iris Worldwide Singapore	Diageo, Johnnie Walker Blue Label Digital Mentor	Johnnie Walker	iris Worldwide	(BRONZE)

PRODUCT INNOVATION OF THE YEAR

25 British Council Singapore	British Council Singapore Visual Dictionary	British Council Singapore	Grey Group Private Limited	(GOLD)
26 BBH Asia Pacific	NTUC Income Advisers Connect		BBH Asia Pacific	(SILVER)
27 McDonald's Singapore	Wake Me Up Before You Go Go... For Breakfast	McDonald's Singapore	DDB Group Singapore	(BRONZE)

DIGITAL DESIGN CAMPAIGN OF THE YEAR

28 iris Worldwide Singapore	Diageo, Johnnie Walker Blue Label Digital Mentor	Johnnie Walker	iris Worldwide Singapore	(GOLD)
29 StarHub Limited	StarHub.com		DDB Group Singapore	(SILVER)
30 Nikon Singapore	Nikon, Heartography	Nikon Singapore	J. Walter Thompson Singapore	(BRONZE)

CONTENT MARKETING CAMPAIGN OF THE YEAR

31 Ministry of Communications and Information	The Pioneer Generation Show		DDB Group Singapore	(GOLD)
32 BBH Asia Pacific	NTUC Income OrangeAid - Last Day of School		BBH Asia Pacific	(SILVER)
33 StarHub Limited	StarHub Home by Homes		DDB Group Singapore	(BRONZE)

COMPANY AWARDS

CATEGORY	ORGANISATION	AGENCY
34 BRAND OF THE YEAR	StarHub Limited	DDB Group Singapore
35 CREATIVE AGENCY OF THE YEAR	DDB Group Singapore	DDB Group Singapore
36 REBEL AGENCY OF THE YEAR	iris Worldwide Singapore	iris Worldwide Singapore