

FOR RELEASE ON/AFTER 29 MAY 2019 ONLY

Effie Awards Singapore 2019 & Institute of Advertising Singapore (IAS) presented fifteen awards. Ogilvy Singapore wins six.

Singapore, 29 May 2019 – Fifteen Effie awards (4 Gold, 7 Silver and 4 Bronze) were presented at the Gala Dinner on Wednesday night, honouring our local industry's most effective work.

The winners were determined by a senior judging panel, made up of over 30 industry leaders from agencies, clients and media partners, over two rounds of intensive judging.

Ogilvy Singapore was the winning agency at the show, with 1 Gold, 4 Silvers and 1 Bronze award. Income walked away with 1 Gold, 1 Silver and 1 Bronze, and Kentucky Fried Chicken with 3 Silvers, making them the top brands for the evening.

John Hadfield, Effie Singapore 2019 Chair and CEO BBH Singapore, commented,

“Congratulations to the winners and to all those that were shortlisted. The Effie prove the value of our industry in Singapore. Thanks for everyone’s continued support.”

Shufen Goh, Principal and Co-Founder, R3 Worldwide, President of Institute of Advertising Singapore (IAS) added,

“The quality of submissions this year surpasses expectations and was one of the most competitive in the recent years. The winners are definitely well-deserving!”

The full list of 2019 winners can be viewed at <http://effie.sg>.

Effie Awards Singapore 2019 is supported by Mediacorp Pte Ltd (Official Media Partner); Asia Pacific Breweries (Singapore) Pte Ltd, Google Asia-Pacific, Kantar, Singapore Press Holdings, and ZPixel.

For more information, please contact Ms Kim Fam, Marketing Manager, IAS, Tel: 6220 8382 or visit the website <http://effie.sg> for more information.

About Effie

Known globally as the pre-eminent award in the industry, the Effie Awards identify the most significant achievement in marketing communications: ideas that work. Successfully combining all the disciplines of marketing communications, the Effie Awards' mission is to honour the most outstanding marketing communication works that demonstrate insightful strategy, outstanding creativity and proven results in meeting strategic objectives.

Effie Singapore, run by Institute of Advertising Singapore (IAS), honours effective marketing communications across Singapore. It is a chance to celebrate the impact of the partnership between clients and agencies and to inspire people in our industry with the best of the best.

About Institute of Advertising Singapore

IAS' Mission:

- To help the marketing communications industry in Singapore shape its future (innovate) and enable it to take a Global leadership role. To develop industry talents through three pillars of activity:
 - *Education*
 - *Excellence (Awards)*
 - *Exchange (Enabling the network)*

Background:

Formed in 1990, IAS (Institute of Advertising, Singapore) is a not-for-profit 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 centred on people and ideas, the attraction, development and the retention of talent is, without doubt, the number one priority for the industry.

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

End

2019 EFFIE AWARDS SINGAPORE WINNERS

GOLD	Award	Category	Campaign Title	Brand	Agency
1	Gold	Financial Products & Services	Income: The Best Gift (from the worst parents in the world)	Income	BBH Singapore
2	Gold	Government/ Institutional/ Recruitment	Shape Our Tomorrow	Early Childhood Development Agency	Ogilvy Singapore / Geometry Global Singapore
3	Gold	Seasonal Marketing	Share in the true spirit of Ramadan	McDonald's Singapore	DDB Group Singapore
4	Gold	Small Budgets - Product & Services	Hijacking the #WhatTheFluffChallenge as a force for good	SPCA	Iris Singapore

SILVER	Award	Category	Campaign Title	Brand	Agency
1	Silver	Branded Content	Beyond the Label	National Council of Social Service	McCann Worldgroup Singapore
2	Silver	Consumer Electronics	The Philips Speedpro Max lets influencers get dirty and have some fun	Philips	Iris Singapore
3	Silver	David vs. Goliath	KFC Brand Turnaround	Kentucky Fried Chicken	Ogilvy Singapore
4	Silver	Fast Food, Casual Dining and Restaurants	KFC Brand Turnaround	Kentucky Fried Chicken	Ogilvy Singapore
5	Silver	Fast Food, Casual Dining and Restaurants	Share in the spirit of Ramadan with McDonald's	McDonald's Singapore	DDB Group Singapore
6	Silver	Renaissance	KFC Brand Turnaround	Kentucky Fried Chicken	Ogilvy Singapore
7	Silver	Sustained Success	Income: Made Different	Income	BBH Singapore

Bronze	Award	Category	Campaign Title	Brand	Agency
1	Bronze	Branded Content	Income: The Best Gift (from the worst parents in the world)	Income	BBH Singapore
2	Bronze	David vs. Goliath	Shape Our Tomorrow	Early Childhood Development Agency	Ogilvy Singapore / Geometry Global Singapore
3	Bronze	Financial Products & Services	#adulting	Manulife Singapore	TBWA\Singapore
4	Bronze	Small Budgets - Product & Services	'DRAMABAIT' CAM	History Channel	GOVT Singapore