

**FOR RELEASE ON/AFTER 15 APRIL 2019 ONLY**

**Effie Awards Singapore 2019 & Institute of Advertising Singapore announce 32 finalists.**

Singapore, 12 April 2019 - Effie Awards Singapore 2019 and Institute of Advertising Singapore (IAS) are pleased to announce 32 finalists. Winners will be honoured at a Gala Awards Dinner on 29 May 2019 at the Marina Bay Sands in Singapore.

This year's award was one of the most competitive in its history in Singapore, with the highest number of award submissions made in the past 5 years. The finalists were determined by a distinguished judging panel, made up of over 30 industry leaders from agencies, clients and media partners.

Ogilvy Singapore has 8 shortlisted entries, followed by DDB Group Singapore and BBH Singapore with 5 & 4 shortlisted entries respectively.

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

"It is extremely encouraging to see the level of support from our industry players, on how driving effectiveness plays a pivotal role in their daily work."

John Hadfield, CEO, BBH Singapore and Chair of the Effie Awards Singapore 2019, commented:

"With the largest number of entries in five years, from a broader range of Clients, Agencies and Media Owners, the industry is clearly resolute in proving its value. And the Singapore Effies continues to be held as the gold standard to do so."

Scores for the Effie Awards Singapore 2019 were tabulated and verified by PricewaterhouseCoopers.

To book your award ceremony ticket and table, please contact IAS at (65) 6220 8382 or email [effies@ias.org.sg](mailto:effies@ias.org.sg).

For more information, please contact Ms Susan Chee, Executive Director or 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.

Effies 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. Effies, Hall of Fame Awards) and facilitates the exchange of information and ideas.

**End**

## EFFIE AWARDS SINGAPORE 2019 FINALISTS

CATEGORY	BRAND	CAMPAIGN TITLE	CLIENT	PRIMARY AGENCY 1 / PRIMARY AGENCY 2
Beverages - Alcohol	Martell NCF	The Curious Crew	Pernod Ricard	UltraSuperNew
Branded Content	AIA	The Healthy Living Kids Conference	AIA Group	BBDO Singapore
Branded Content	Income	Income: The Best Gift (from the worst parents in the world)	Income	BBH Singapore
Branded Content	National Council of Social Service	Beyond the Label	National Council of Social Service	McCann Worldgroup Singapore
Business-to-Business	IBM	IBM Live Leads	IBM	Ogilvy Singapore
Consumer Electronics	Philips	The Philips Speedpro Max lets influencers get dirty and have some fun	Philips	Iris Singapore
Corporate Reputation / Professional Services	StarHub	Hello Change	StarHub	BlkJ
Data & Technology	IBM	IBM Live Leads	IBM	Ogilvy Singapore
David vs. Goliath	Early Childhood Development Agency	Shape Our Tomorrow	Early Childhood Development Agency	Ogilvy Singapore / Geometry Global Singapore
David vs. Goliath	Kentucky Fried Chicken	KFC Brand Turnaround	Kentucky Fried Chicken Management Pte. Ltd.	Ogilvy Singapore
David vs. Goliath	National Council of Social Service	Beyond the Label	National Council of Social Service	McCann Worldgroup Singapore
David vs. Goliath	Philips	The Philips Speedpro Max lets influencers get dirty and have some fun	Philips	Iris Singapore
Fast Food, Casual Dining and Restaurants	Kentucky Fried Chicken	KFC Brand Turnaround	Kentucky Fried Chicken Management Pte. Ltd.	Ogilvy Singapore
Fast Food, Casual Dining and Restaurants	McDonald's Singapore	Share in the spirit of Ramadan with McDonald's	Hanbaobao Pte Ltd	DDB Group Singapore
Fast Food, Casual Dining and Restaurants	Pizza Hut	Foodies Anonymous	Pizza Hut Singapore Pte. Ltd.	Ogilvy Singapore
Financial Products & Services	DBS	The Easier Way to Multiply	DBS Bank Ltd	The Secret Little Agency

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Financial Products & Services	DBS Bank	Here's to the contrarians.	DBS Bank	DDB Worldwide
Financial Products & Services	Income	Income: The Best Gift (from the worst parents in the world)	Income	BBH Singapore
Financial Products & Services	Manulife Singapore	#adulging	Manulife Singapore	TBWA Singapore
Financial Products & Services	United Overseas Bank	UOB Brand: Generations	United Overseas Bank	BBH Singapore
Government / Institutional / Recruitment	Early Childhood Development Agency	Shape Our Tomorrow	Early Childhood Development Agency	Ogilvy Singapore / Geometry Global Singapore
Government / Institutional / Recruitment	Health Promotion Board	Team More VS Team Less	Health Promotion Board	Publicis Singapore
Government / Institutional / Recruitment	Health Promotion Board	Less Sugar. More Flavour.	Health Promotion Board	Publicis Singapore
Media, Entertainment & Leisure	History Channel	'DRAMABAIT' CAM	History Channel	GOVT Singapore
Renaissance	Kentucky Fried Chicken	KFC Brand Turnaround	Kentucky Fried Chicken Management Pte. Ltd.	Ogilvy Singapore
Seasonal Marketing	McDonald's Singapore	Share in the true spirit of Ramadan	Hanbaobao Pte Ltd	DDB Group Singapore
Small Budgets - Product & Services	History Channel	'DRAMABAIT' CAM	History Channel	GOVT Singapore
Small Budgets - Product & Services	SPCA - Society for the Prevention of Cruelty to Animals, Singapore	Hijacking the #WhatTheFluffCh allenge as a force for good	SPCA	Iris Singapore
Social Good-Corporate Brands	McDonald's Singapore	Enabling all Singaporeans to share in the true spirit of Ramadan	Hanbaobao Pte Ltd	DDB Group Singapore
Social Good-Corporate Brands	Ministry of Communications and Information	Let's Beat Diabetes - Drink Up	Ministry of Communications and Information	DDB Group Singapore
Sustained Success	Income	Income: Made Different	Income	BBH Singapore
Youth Marketing	Martell NCF	The Curious Crew	Pernod Ricard	UltraSuperNew