

## PRESS RELEASE

### Effie Award Singapore 2017 jury shortlists 24 entries

Singapore, April 18th, 2017 - The Effie Awards Singapore organising committee and the Institute of Advertising Singapore (IAS) today announced that 24 entries have been shortlisted by the jury as finalists. Winners will be announced at a gala dinner on 18 May 2017 at the Pan Pacific Hotel in Singapore.

The finalists and winners are decided through a two round judging process. At the first round of judging, we had over 20 leaders from the worlds of marketing, advertising and media voting to provide the shortlist.

Shufen Goh, Principal and Co-Founder, R3WW, President of Institute of Advertising Singapore (IAS) said:

***"To consistently level up skills and knowledge of our talent, we need to continuously invest in benchmarking effectiveness so that we can raise the bar year on year."***

John Hadfield, CEO BBH Asia Pacific and Chairman of the Effie Award Singapore 2017, commented:

***"We've once again been able to secure the leaders of the industry as judges and seen a very large number of entries from a much broader range of entrants, including many of Singapore's best independents, which goes to show that the Singapore Effies is held as a gold standard for all."***

For 2017, BBH Asia Pacific lead the shortlist with 7 entries shortlisted. DDB Group and GOVT share second position with 3 entries each. Some new names have made it as finalists in Singapore, such as AKA Asia, Wild Advertising, R/GA and SOHO Square.

Lynette Ang, Chief Marketing Officer, Sentosa Development Corporation, and Jury Member said ***".....the entries this year were all of higher quality and written in a much clearer way with a focus on the results, which is the right spirit for an effectiveness award like the Effies. So, well done to all entrants!"***

The scoring for Effie Awards Singapore has been checked and tabulated by PricewaterhouseCoopers.

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

For more information, please contact Ms May Loong, Executive Director, IAS, Tel: 6220 8382 or visit the website [www.effie.sg](http://www.effie.sg) for more information.

## **About The Effies**

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 the 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, the 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.

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

**End**

## EFFIE SINGAPORE 2017 FINALISTS

CATEGORY	BRAND	CAMPAIGN TITLE	CLIENT	PRIMARY AGENCY 1 / PRIMARY AGENCY 2
Beverages - Alcohol	Tiger Beer	Tiger: Uncage Street Food	Asia Pacific Breweries (Singapore) Pte Ltd	BBDO Singapore Pte Ltd
Brand Experience	Jetstar Asia	Jetstar goes Singlish, lah!	Jetstar Asia	AKA Asia
Brand Experience	Audi Singapore	Audi Sport – The Emotion Dashboard	Audi Singapore Pte Ltd	Publicis Singapore
David VS Goliath	BAE Systems	The Art of Cyberwarfare	BAE Systems	SOHO Square Pte Ltd
Digitally Led Idea	Income	OrangeAid – Back to School	INCOME	BBH ASIA PACIFIC / OMD
Digitally Led Idea	Income	START RETIRING	INCOME	BBH ASIA PACIFIC / OMD
Digitally Led Idea	Uber	Year With Uber	Uber	R/GA Singapore
Digitally Led Idea	Maybelline	Maybelline: #BeYourOwnFilter	L'Oreal Singapore Pte Ltd	TBWA\ Group Singapore
Entertainment	HISTORY™	Hokkien Vikings	AETN Asia	GOVT Singapore Pte Ltd
Financial Services – Products / Services	Income	People. First	INCOME	BBH ASIA PACIFIC / OMD
Financial Services – Products / Services	Income	START RETIRING	INCOME	BBH ASIA PACIFIC / OMD
Government / Institutional / Recruitment	Ministry of Communications and Information (MCI)	Eat Already?	Ministry of Communications and Information	DDB Group Singapore
Government / Institutional / Recruitment	Ministry of Communications and Information (MCI)	Kungfu Fighter, Hidden Sugar	Ministry of Communications and Information	DDB Group Singapore
Media Idea	Income	OrangeAid – Back to School	Income	BBH ASIA PACIFIC / OMD

Media Idea	Changi Airport	SCHOOLING: A HERO'S WELCOME	Changi Airport Group Pte Ltd	GOODSTUPH Private Limited
Media Idea	Income	START RETIRING	INCOME	BBH ASIA PACIFIC / OMD
Non-Profit / Pro-Bono / Public Service	Income	OrangeAid – Back to School	INCOME	BBH ASIA PACIFIC / OMD
Non-Profit / Pro-Bono / Public Service	Bone Marrow Donation Programme	A Small Ask, A Big Plea	The Bone Marrow Donation Programme	DDB Group Singapore
Non-Profit / Pro-Bono / Public Service	National Council of Social Services (NCSS)	Look Beyond My Disability, See The True Me	National Council of Social Service	Wild Advertising and Marketing / Mediacom Singapore
Small Budgets (Product & Services)	HISTORY™	Hokkien Vikings	AETN Asia	GOVT Singapore Pte Ltd
Small Budgets (Product & Services)	Scout Airlines	Scout Get Your Greek On	Scout Pte Ltd	Publicis Singapore
Small Budgets (Product & Services)	Maybelline	#BeYourOwnFilter	L'Oreal Singapore Pte Ltd	TBWA\ Group Singapore
Small Budgets (Product & Services)	Nestlé - Maggi	Sampling Booth From Hell	Nestlé Singapore	GOVT Pte Ltd
Telecom Services	Singtel	Travel Bravely	Singapore Telecommunications Limited	Ogilvy & Mather