

PRESS RELEASE

2015 Singapore Effie Awards Jury Shortlists 25 Finalists

Singapore, April 16, 2015 - The Singapore Effie Awards organising committee and the Institute of Advertising Singapore (IAS) today announced that 25 entries have been shortlisted by judges as finalists in the 2015 Singapore Effie Awards. Winners will be announced at a gala dinner on 21 May 2015 at the Pan Pacific Hotel in Singapore.

The mission of the Effie Awards is to honor the marketing communications industry's most effective work and to celebrate the great ideas, insightful strategies and outstanding creative that achieve real results. The competition is open to all forms of consumer engagement – whether mainstream or alternative; digital or print; design or advertising; paid or unpaid.

The finalists and winners are decided through a two round judging process headed by 2015 Jury Chairperson Fiona Gordon, Group Chairman, Ogilvy & Mather Singapore, and a jury comprising 37 of Singapore's most accomplished advertising and marketing professionals.

"The Effies are among the 'World Cups' of the marketing communications industry. Winning one is a globally-recognized symbol of achievement so it is brilliant to see that the quality of the entries, and the interesting spectrum of cases, continues to improve from year to year. In particular it was exciting to see a number of very integrated cases as well as strong socially-driven cases," said Gordon. "On behalf of IAS and the jury, I would like to thank everyone that entered the competition this year and congratulate all finalists on an exceptional showing. It's going to be a great ceremony and a fun night on May 21!"

DDB Group Singapore leads the 2015 shortlist with eight campaigns named as finalists. Grey Group Singapore, BBH Asia Pacific and Publicis Singapore are all tied for second place with four shortlists each.

Said Gaurav Gupta, Jury Member and ASEAN Marketing Director at Kimberly-Clark Singapore, "It was amazing to see that the spirit of the Effies is pervasive even in the public service entries. Traditionally, public service communication campaigns have relied more on creativity with little emphasis on measurable impact. Now agencies and clients are working together to define and measure success in more tangible ways. This will drive the industry to deliver even better returns on marketing investments."

"The Effie Awards remain the gold standard in which business and creativity converge. At this year's judging, it was heartening to see entries that have upheld this gold standard. These need to be showcased and shared as they will continue to inspire the industry to greater heights," said Audrey Kuah, Jury Member and Chief Client Officer, Dentsu Aegis Network, Southeast Asia.

The scoring for Singapore Effie Awards 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 Effies2015@ias.org.sg.

The 2015 Singapore Effie Awards is organised by the Institute of Advertising Singapore.

The full list of 2015 finalists can be viewed at <http://www.ias.org.sg/category/news/>

EFFIE SINGAPORE 2015 FINALISTS

CATEGORY	BRAND	CAMPAIGN TITLE	ADVERTISER	PRIMARY AGENCY 1/ PRIMARY AGENCY 2
Beverage - Non-alcoholic	Pocari Sweat	Pocari Sweat's 'Run'away Success Story	Pocari Sweat Singapore	ASATSU-DK SINGAPORE
Education	British Council	Know Your English Banner	British Council Singapore	Grey Group Singapore
Education	LASALLE COLLEGE OF THE ARTS	LASALLE HAS IT	LASALLE COLLEGE OF THE ARTS	Grey Group Singapore
Education	Health Promotion Board	Life's Sweeter with Less Sugar	Health Promotion Board	DDB Group Singapore
Education	Singapore Memory Project	From Memories to Stories	National Library Board	DDB Group Singapore
Education	National Environment Agency	Everybody Does Dengue Fighting	National Environment Agency	DDB Group Singapore / UM Singapore
Fast Food, Casual Dining and Restaurants	McDonald's	Wake me up before you go go - for breakfast	McDonald's Restaurant Pte Ltd (Singapore)	DDB Group Singapore / OMD Singapore
Financial Services - Products/Services	NTUC Income	Travel Made Different	NTUC Income	BBH Asia Pacific / Germs Singapore
Financial Services - Products/Services	NTUC Income	Vivocare 100 - Mismatched Diseases	NTUC Income	BBH Asia Pacific
Financial Services - Products/Services	NTUC Income	Future You	NTUC Income	BBH Asia Pacific
Financial Services - Products/Services	AXA Life Insurance Singapore	AXA SmartDrive	AXA Life Insurance Singapore	Publicis Singapore
Government /institutional /Recruitment	Republic of Singapore Air Force	One Force, One App	AIR FORCE RECRUITMENT CENTRE	DDB Group Singapore / OMD Singapore
Government /institutional /Recruitment	Ministry of Communications and Information	PG - 65 Short Films	Ministry of Communications and Information	DDB Group Singapore / Tribal Worldwide Singapore
Government /institutional /Recruitment	SG50	The Pioneering Spirit. Since 1965.	Ministry of Culture, Communications and Youth	Ogilvy & Mather Singapore
Leisure Products / Other Consumer Goods	Panadol	Taming of the Shrew: How Panadol Helped Turn Monsters Back into Mums	GlaxoSmith Pte Ltd	Grey Group Singapore

Leisure Products / Other Consumer Goods	IKEA	IKEA Bookbook Launch Campaign	Ikano Pte Ltd	BBH Asia Pacific
Leisure Products / Other Consumer Goods	COURTS (SINGAPORE) PTE LTD	Struöc - The Name Says It All	COURTS (SINGAPORE) PTE LTD	DDB Group Singapore / RAPP COLLINS
Non-Profit/ Pro Bono/ Public Service	StarHub Ltd & FAS	Fan-Sponsored Team	StarHub Ltd	DDB Group Singapore
Travel / Tourism / Destination	Sentosa Development Corporation	THE STATE OF FUN	Sentosa Development Corporation	Grey Group Singapore
Travel / Tourism / Destination	Scoot	The First (Really) Social Airline	Scoot Pte Ltd	Publicis Singapore
Travel / Tourism / Destination	Airbnb	Welcome to Airbnb	Airbnb Asia Pacific	TBWA\Singapore / PHD Singapore
Brand Experience	Singapore University of Technology and Design	SUTD Exam Survival Kit	Singapore University of Technology and Design	Goodfellas
Brand Experience	Scoot	The First (Really) Social Airline	Scoot Pte Ltd	Publicis Singapore
Media Idea	Pocari Sweat	Pocari Sweat's 'Run'away success story	Pocari Sweat Singapore	ASATSU-DK SINGAPORE
Media Idea	AXA Life Insurance Singapore	AXA SmartDrive	AXA Life Insurance Singapore	Publicis Singapore

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