

PRESS RELEASE**2015 Singapore Effie Awards Announces 27 Winners**

Singapore, 22 May 2015 - Twenty-seven marketers and agencies were announced as winners of the 2015 Singapore Effie Awards at a gala dinner at the Pan Pacific Hotel in Singapore last night. A total of 17 awards were handed out this year, including 5 Gold, 5 Silver and 7 Bronze.

Hosted annually by the Institute of Advertising Singapore (IAS), 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.

DDB Group Singapore emerged as the night's big winner, taking home Gold for McDonald's and Singapore Air Force, and Silver for National Environment Agency and Ministry of Communications and Information. BBH Asia Pacific and Publicis Singapore were both awarded complete sets of Effies – each winning a gold, silver and bronze. Pocari Sweat and Scoot emerged as the top marketers, winning one gold and one silver each.

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

Commenting on the 2015 winners, Jury Chair Fiona Gordon said, "This year's Effie winners stood out for pushing the envelope by shaping the industry, leading a brand into a new space or breaking the mold for their category in ways that achieved incredible results in the real world. On behalf of IAS and the jury, I would like to thank everyone that took part in the competition and gala dinner this year, and congratulate all the winners for their outstanding efforts."

"IAS mission is to help the marcoms sector in Singapore innovate and seize a global leadership role. EFFIES is a renowned global platform for us to benchmark ourselves on IDEAs that drives business results," said Goh ShuFen, President of IAS.

Said Priti Mehra, Jury Member and Managing Director, Millward Brown Singapore, "The standard of entries was pretty high with very creative use of different media touchpoints to drive efficiency. Overall there were some very impactful campaigns this year which made our job even more difficult."

The full list of 2015 winners can be viewed at <http://www.ias.org.sg/effie-awards/>.

2015 SINGAPORE EFFIE AWARDS WINNERS

GOLD	Award	Category	Brand	Campaign Title	Advertiser	Agency
1	Gold	Government /institutional /Recruitment	Republic of Singapore Air Force	One Force, One App	Air Force Recruitment Centre	DDB Group Singapore/ OMD Singapore
2	Gold	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
3	Gold	Media Idea	Pocari Sweat	Pocari Sweat's 'Run'away Success Story	Pocari Sweat Singapore	ADK SINGAPORE
4	Gold	Brand Experience	Scoot	The First (Really) Social Airline	Scoot Pte Ltd	Publicis Singapore
5	Gold	Leisure Products / Other Consumer Goods	IKEA	IKEA Bookbook Launch Campaign	Ikano Pte Ltd	BBH Asia Pacific

SILVER	Award	Category	Brand	Campaign Title	Advertiser	Agency
1	Silver	Government /institutional /Recruitment	Ministry of Communications and Information	PG - 65 Short Films	Ministry of Communications and Information	DDB Group Singapore / Tribal Worldwide Singapore
2	Silver	Travel / Tourism / Destination	Scoot	The First (Really) Social Airline	Scoot Pte Ltd	Publicis Singapore
3	Silver	Education	National Environment Agency	"Everybody Does Dengue Fighting"	National Environment Agency	DDB Group Singapore / UM Singapore
4	Silver	Financial Services - Products/Services	NTUC Income	Travel Made Different	NTUC Income	BBH Asia Pacific/ Germs Singapore
5	Silver	Beverage - Non-alcoholic	Pocari Sweat	Pocari Sweat's 'Run'away Success Story	Pocari Sweat Singapore	ADK SINGAPORE

BRONZE	Award	Category	Brand	Campaign Title	Advertiser	Agency
1	Bronze	Travel / Tourism / Destination	Airbnb	Welcome to Airbnb	Airbnb Asia Pacific	TBWA\Singapore / PHD Singapore
2	Bronze	Brand Experience	Singapore University of Technology and Design	SUTD Exam Survival Kit	Singapore University of Technology and Design	Goodfellas
3	Bronze	Government /institutional /Recruitment	SG50	The Pioneering Spirit. Since 1965.	Ministry of Culture, Community and Youth	Ogilvy & Mather Singapore
4	Bronze	Education	British Council	Know Your English Banner	British Council Singapore	Grey Group Singapore
5	Bronze	Travel / Tourism / Destination	Sentosa Development Corporation	The State of Fun	Sentosa Development Corporation	Grey Group Singapore
6	Bronze	Financial Services - Products/Services	NTUC Income	Vivocare 100 - Mismatched Diseases	NTUC Income	BBH Asia Pacific
7	Bronze	Financial Services - Products/Services	AXA Insurance Singapore	AXA SmartDrive	AXA Insurance Singapore	Publicis Singapore

PRESS CONTACT

May Loong
Executive Director, IAS
6220 8382
may@ias.org.sg