



Ms Felicia Ong (centre), HPB marketing manager, and Mr Eric Chua, DDB Singapore group account director, receiving the Gold award from Ms Goh Shu Fen, Institute of Advertising Singapore president and R3 Asia Pacific co-founder and principal, for HPB's Recipe campaign.



Ms Cristina Buenaventura, BBDO Guerrero/ Proximity Philippines deputy head of planning, receiving the Gold award from Ms Goh Shu Fen for P&G Philippines' Women Against Labels campaign.



Mr Eric Chua receiving the Silver award from Mr Sameer Satpathy, Marico Limited chief marketing officer, for NEA's Dengue Fighters campaign.

#### APPIES 2014

# Honouring the best marketing ideas in Asia

## Singapore wins three Gold and two Silver medals at APPIES 2014

**SINGAPORE** – Already in its fifth year, the APPIES is an annual festival that recognises some of the most brilliant and inspirational ideas in marketing communications.

Organised by the Institute of Advertising, the event was held at the National University of Singapore Society on Aug 14 and 15. MediaCorp is the official media partner for APPIES Singapore 2014.

At APPIES, brand marketers or campaign creators have to pitch their campaigns live in front of the audience and judges.

This year, APPIES drew more than 70 entries showcasing a variety of global brands across six categories: Food and beverage, non-food FMCG, consumer durables, business services, consumer services and pro-bono/government/cultural.

### THE BEST OF THE BEST

Of all the entries presented, 15 campaigns were shortlisted for their outstanding marketing success stories.

Mr Sridhar Ramaswamy, chief judge and director of retail marketing for Lenovo, said: "The APPIES is a festival for all of us to learn and develop, and cultivate a knowledge-sharing culture.

The collaborative work that we see this year between clients and agencies on the submissions is highly commendable. The APPIES is about effectiveness, and the winning entries selected are those that have made the leap in effective execution and ultimately deliver results."

At the end of the festival, 10 Gold medals and five Silver medals were presented to the most award-worthy campaigns. There were also five awards given to the best presenters.

Among these, Singapore took home three Gold medals and two Silver medals. In addition, four individuals from Singapore won the Best Presenter award.

One of the Gold award winners is DDB Singapore for its Recipe campaign for the Health Promotion Board (HPB).

The campaign was about dementia and features an emotional drama that uses food to help people relate to the difficult issue of dementia.

Mr Zee Yoong Kang, chief executive officer of HPB, said: "The campaign examines a difficult topic that is not usually discussed openly — dementia through the eyes of the caregiver whose mother has the condition, and her relationship with her mother through her twilight years. This storyline highlights the fragility of life and how such a diagnosis affects us all."

DDB Singapore also took home a Silver award for its Dengue Fighters campaign for the National Environment Agency (NEA).



The APPIES 2014 judging panel. PHOTOS: INSTITUTE OF ADVERTISING

In January last year, Singapore suffered a major dengue epidemic. The campaign turned dengue from a national, public threat into an intensely personal cause for families to fight against dengue.

Mr Tan Wee Hock, director of 3P (People, Private and Public) Network Division for the NEA, said: "We tapped into insights from focus group discussions and campaign surveys to promote a positive 'fighter's' mindset. In addition, we profiled the different roles that each of us play in protecting our families and the community from dengue to amplify this call-to-action. And through a flexible mix of media platforms, our publicity allowed us to reach our various target audiences."

### STIMULATING YOUR SENSES

The APPIES also provides a platform



The marketing campaigns presented year-on-year are of extremely high standard and continue to raise the level of professionalism in the industry. Every year, it is a privilege to witness them.

**Mr Rene De Monchy**  
APPIES 2014 CHAIRMAN  
AND HEAD OF MARKETING  
FOR ASIA PACIFIC  
BREWERIES SINGAPORE

for the top marketers, advertising agencies and partners to exchange knowledge and ideas.

During the two-day festival, attendees had the opportunity to learn and network with the brightest minds in the business. They also participated in special events such as keynote sessions and panel discussions.

Mr Rene De Monchy, APPIES 2014 chairman and head of marketing for Asia Pacific Breweries Singapore, said: "The APPIES is a tremendous platform for the marketing industry to come together to exchange ideas and witness the best the region has to offer."

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