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## FOR IMMEDIATE RELEASE

### **The APPIES 2014 recognises 15 Most Brilliant Marketing Communications Ideas in Asia Pacific**

Singapore, August 18 2014 – The APPIES 2014 announces winners of the 10 Gold Medals, 5 Silver Medals and 5 Best Presenters, as the two-day festival came to a close on 15 August. The judging panel, comprising notable top marketers across the region, selected the winners from a shortlist of over 70 entries showcasing many global brands.

Held over 14th and 15th August at the National University of Singapore Society (NUSS), the APPIES provided a stimulating platform for all attendees, as they witnessed award-worthy campaigns from a diverse range of industries, representing 6 broad categories: Food & Beverage, Non-Food FMCG, Consumer Durables, Business Services, Consumer Services and Pro-Bono/Government/Cultural.

The APPIES is the only award in Singapore where presenters (brand marketers or campaign creators) pitch their work individually, in the presence of a live judging panel, to convince them of their campaign excellence.

Commending the merits of campaigns presented at the APPIES 2014, Chief Judge, Sridhar Ramaswamy, Director of Retail Marketing of Lenovo, said “The submissions were of very high quality which made the judges think and debate quite deeply. We are very pleased with what we have seen year at the APPIES. The APPIES is a festival for all of us to learn and develop, and cultivating 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, the winning entries selected are those that have made the leap in effective execution and ultimately deliver results.”

“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. The marketing campaigns presented year-on-year are to an extremely high standard and continue to raise the level of professionalism in the industry, every year it is a privilege to witness them” says De Monchy.

The APPIES 2014 is organised by the Institute of Advertising Singapore, and supported by presenting sponsor SingTel, as well as supporting local partners Asia Pacific Breweries Singapore, BBDO Singapore, Campaign Asia, Mediacorp, Shooting Gallery, SPH, Warc, Wishing Well, zPixel, and supporting regional partners, The Advertising Club, the Philippine Association Of National Advertisers, and MARKETING magazine Malaysia.



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For full list of winners, see below. For further information, please contact.

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#### **ABOUT THE INSTITUTE OF ADVERTISING SINGAPORE**

The Institute of Advertising Singapore (IAS) was founded in 1990 with the aim to position Singapore as an internationally recognised “centre of excellence” with world class advertising professionals, international best practices and industry leading creative output. The IAS has several highly successful business platforms for the advertising and marketing communities to meet, collaborate and raise the standards of the industry as well as encourage continuous education. In 2008, the Institute of Advertising conceptualised and launched the successful World Effie Festival (WEF) and the Asia Pacific Effie Awards. The IAS has also organised the Singapore International Advertising Congress since 1998. It is the national organiser for the Singapore Advertising Hall of Fame Awards as well as the Academy of Judges (For Advertising & Marketing Awards), The Academy of Creative Directors and The Annual Wall Poster campaign for Singapore’s Most Influential Creative Directors. It also organised the Effie Singapore Awards, which is recognised worldwide as the gold standard for marketing effectiveness.

## **APPIES 2014 WINNING CAMPAIGNS**

### **GOLD WINNERS**

1. Campaign Title : Adding Fizz to Indian Family Mealtime  
Brand/Advertiser : Coca Cola  
Agency : McCann Worldgroup  
Country : India
  
2. Campaign Title : Little Things Matter  
Brand/Advertiser : Aviva  
Agency : BBDO Singapore  
Country : Singapore
  
3. Campaign Title : Women Against Labels  
Brand/Advertiser : Procter & Gamble Philippines  
Agency : BBDO Guerrero/Proximity Philippines  
Country : Philippines
  
4. Campaign Title : Recipe  
Brand/Advertiser : Health Promotion Board  
Agency : DDB Singapore  
Country : Singapore
  
5. Campaign Title : "Kick-starting" India's Morning  
Brand/Advertiser : Nescafe Classic  
Agency : McCann Worldgroup  
Country : India
  
6. Campaign Title : Nihar Shanti Amla - Change with Pride  
Brand/Advertiser : Marico Limited  
Agency : BBH India Pvt Ltd  
Country : India
  
7. Campaign Title : Parachute Advanced Ayurvedic - Sharing Successes  
Brand/Advertiser : Marico Limited  
Agency : BBH India Pvt Ltd  
Country : India
  
8. Campaign Title : Help Your Child Shine  
Brand/Advertiser : HP  
Agency : BBDO Singapore  
Country : Singapore



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9. Campaign Title : Gillette Scandal Shave  
Brand/Advertiser : Gillette  
Agency : BBDO & Proximity China  
Country : China
10. Campaign Title : TrueMove H: Giving is the Best Communication  
Brand/Advertiser : TrueMove H  
Agency : Ogilvy & Mather Thailand  
Country : Thailand

### **SILVER WINNERS**

1. Campaign Title : The Coffee Connector  
Brand/Advertiser : Economic Development Board  
Agency : TSLA  
Country : Singapore
2. Campaign Title : Saffola Masala Oats - The Smarter Way to Stay Fit  
Brand/Advertiser : Marico India Pvt Ltd  
Agency : McCann Worldgroup  
Country : India
3. Campaign Title : MTV Rock the Vote  
Brand/Advertiser : Viacom (MTV India)  
Country : India
4. Campaign Title : Dengue Fighters  
Brand/Advertiser : National Environment Agency  
Agency : DDB Singapore  
Country : Singapore
5. Campaign Title : Rexona Move: Sweat to Change Lives  
Brand/Advertiser : Unilever Malaysia  
Agency : Lowe & Partners Malaysia  
Country : Malaysia

### **BEST PRESENTERS**

Soo Kui Jien, Marketing Manager, Asia Pacific Breweries Singapore, SINGAPORE  
Jaclyn Lee, Planning Manager, BBDO Singapore, SINGAPORE  
Jitender Dabas, EVP & Head of Planning, McCann Worldgroup, INDIA  
Eric Chua, Group Account Director, DDB Singapore, SINGAPORE  
Kandyce Ong, Assistant Marketing Manager, Parkway Singapore, SINGAPORE