

PRESS RELEASE

SUCCESSFUL COLLABORATIONS SWEEP THROUGH EFFIE SINGAPORE 2010 AWARDS

Singapore 27 May, 2010 - The annual EFFIE Singapore, saw yet another successful year with sixty-one submissions and a total of twenty-three winners from Singapore-based agencies. The coveted Effie award symbolises the creative achievements as well as effectiveness of each advertising campaign that were launched in the last 12 months.

Very proud winners took to the stage with their teams to receive this accolade and be appreciated by their industry peers in what seems to be a year of collaborative achievements with joint creative and strategic partnerships between agencies.

In today's rather difficult business environment, it was heartening to see competitive agencies join hands to create marketing campaigns that were highly valued by their clients and effective against their target audience, said Alan Fairnington, Chief Judge of the Effie Singapore Awards.

For more information, please contact Ms Jennifer Goh, Executive Director, IAS, Tel: 6220 8382 or visit the web site www.ias.org.sg.

About the Institute of Advertising Singapore:

IAS strives to provide leadership for the advertising industry in Singapore. In serving the industry, IAS seeks to create a highly distinct and favourable identity for the practice of advertising; the institute itself; and broadly for all professionals, commercial practitioners, professional associations and related constituencies positively contributing to advertising in Singapore.

Appendix: List of Winners

Gold Award Winners				
	Campaign Title	Brand	Advertiser	Ad /Media Agency
1.	"Beautifully Imperfect"	Ministry of Community Development, Youth and Sports (MCYS)	Ministry of Community Development, Youth and Sports (MCYS)	Leo Burnett / ZenithOptimedia
2.	Whale Shark Gamble	Sea Shepherd Conservation Society	Sea Shepherd Conservation Society	BBDO Proximity
3.	SunStopper	Neutrogena	Johnson & Johnson Pte Ltd	DDB Worldwide

Silver Award Winners				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	The Random Camera Project	Getty Images	Getty Images	Ogilvy



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2.	guesswhatcar.sg	Kia	Cycle & Carriage / Kia Pte Ltd	Ace:Daytons Advertising (Int'l)/ Mediaedge:cia
3.	The Secret Society of Gourmandise	Raffles Hotel	Raffles Hotel Singapore	Rapp
4.	adiZero™ Gram Challenge	adidas	adidas Singapore Pte Ltd	iris
5.	Be Surprised By Money	CIMB Bank Singapore	CIMB Bank Singapore	Ogilvy/ NEO@Ogilvy
6.	SingTel Stadium	SingTel	Singapore Telecommunica tions Limited	OgilvyOne Worldwide
7.	911 versus 747	Changi Airport Group	Changi Airport Group	Tribal DDB/ OMD
8.	Be Your Best	Brand's Essence of Chicken	Cerebos Pacific Limited	Dentsu Young & Rubcam/ OMD
9.	The Aviva Futurator	Aviva Singapore	Aviva Ltd	BBDO/Proximity / Mindshare World

10.	Superman Finds an Easier Way to Fly	Tiger Airways	Tiger Aviation Pte Ltd	Rapp
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Bronze Award Winners

	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Fables are more effective than facts	Health Promotion Board	Health Promotion Board	DDB Worldwide / Mindshare
2.	Live On	Ministry of Health	Ministry of Health	DDB Worldwide / PHD Network
3.	Thermatic "ZIP"	Tiger Beer	Asia Pacific Breweries (S) Pte Ltd	Saatchi & Saatchi / Mindshare
4.	Love in the time of recession	McDonald's Restaurants	McDonald's Restaurant Pte Ltd	DDB Worldwide / OMD
5.	Book Lovers, Earth Lovers	National Library Board	National Library Board	DDB Worldwide
6.	The Great Singapore Treasure Hunt	StarHub MaxOnline	Starhub Ltd	DDB Worldwide / Mindshare



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7.	How Pizza Hut Used Public Skepticism to Its Advantage In The Taste and Tell Challenge	Pizza Hut	Pizza Hut Singapore Pte Ltd	JWT / Mindshare
8	The Mini Ray Special Edition Envy Campaign	Mini	BMW Asia Pte Ltd	Kinetic Design & Advertising
9	Rebranding NTUC Income	NTUC Income	NTUC Income Insurance Co-operative Limited	BBH Asia-Pacific / PHD
10	Stories Are The Best Form Of Persuasion	Breathe (HPB Youth Health Communications)	Health Promotion Board	Ogilvy & Mather / PHD