

PRESS RELEASE

The EFFIE Awards Returns for the 7th Edition Effie Names Her Contenders

Singapore, 19th April 2010 - The Effie returns for the 7th consecutive year in Singapore. Recognized the world over as an iconic award for creativity and efficacy of marketing campaigns, the Effie undoubtedly marks a key milestone in the careers of many marketers and advertising professionals everywhere.

This year, more than 60 entries were submitted, of which 45 campaigns were selected for further evaluation by a judging panel comprising senior marketers and decision makers from leading corporations and agencies.

While there was a drop in entries due much to the economic crisis last year which curtailed the number of campaigns launched, many judges noted a significant increase in the quality of entries. The standard of the video segment of the entries in particular were very much improved over last year.

""There are some truly outstanding examples of brilliant insights and creative ideas which achieved exceptional results. The judges were extremely pleased to have been part of an exacting process which recognized those that stood out from the full range of entries. We congratulate the finalists, and look forward to awarding the winners next month"" says chief judge, Alan Fairnington, Managing Partner, Mext Consulting.

The Effie award ceremony and gala dinner will take place on Wednesday, May 26th, 2010 at the Shangri-la Hotel.

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 Finalists

Category: AUTOMOBILES / VEHICLES / AUTOMOTIVE AFTERMARKET PRODUCTS AND SERVICES				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Audi 100 Futures	Audi	Audi Singapore	Y&R/ The Blood Group/ MediaCom
2.	guesswhatcar.sg	Kia	Cycle & Carriage Kia Pte Ltd	Ace:Daytons Advertising (Int'l)/ Mediaedge:cia
3.	The Mini Ray Special Edition Envy Campaign	Mini	BMW Asia Pte Ltd	Kinetic Design & Advertising

Category: BEAUTY PRODUCTS AND SERVICES				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Derma Genesis Pore Calculator Challenge	L'Oréal Paris Dermo- Expertise	L'Oréal Singapore Pte Ltd	McCann Erickson/ Optimedia
2.	SunStopper	Neutrogena	Johnson & Johnson Pte Ltd	DDB Worldwide

Category: BEVERAGES – ALCOHOL				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	The Carlsberg lion brings you the most roaring Tiger Year!	Carlsberg	Carlsberg Singapore Pte Ltd	Planet Ads and Design/ Maxus Global
2.	Rise Together	Guinness	Asia Pacific Breweries (S) Pte Ltd	BBDO/ Mindshare
3.	Thermatic 'ZIP'	Tiger Beer	Asia Pacific Breweries (S) Pte Ltd	Saatchi & Saatchi/ Mindshare
4.	Walk-in Fridge	Heineken	Asia Pacific Breweries (S) Pte Ltd	Publicis/ Mindshare

Category: BEVERAGES – NON-ALCOHOL				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Be Your Best	Brand's Essence of Chicken	Cerebos Pacific Limited	Dentsu Young & Rubicam/ OMD

Category: CORPORATE REPUTATION / PROFESSIONAL SERVICES				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Happy It's Here	Whisper	Procter & Gamble	Leo Burnett/Arc Worldwide/ Starcom Media Worldwide
2.	HP Power to Change	Hewlett-Packard	Hewlett-Packard	Leo Burnett/Arc Worldwide/ PHD
3.	Laughter is the Best Medicine	The GMP Group	The GMP Group	McCann Erickson
4.	Love in the time of recession	McDonald's Restaurants	McDonald's Restaurant Pte Ltd	DDB Worldwide/ OMD

Category: EDUCATION				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Book Lovers, Earth Lovers	National Library Board	National Library Board	DDB Worldwide
2.	Fight the Flab	Health Promotion Board	Health Promotion Board	DDB Worldwide/ Mindshare
3.	Monster Hand	Health Promotion Board	Health Promotion Board	DDB Worldwide/ Mindshare



Category: ENTERTAINMENT				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	911 versus 747	Changi Airport Group	Changi Airport Group	Tribal DDB/ OMD
2.	Family Fun with Wii!	Nintendo Wii	Nintendo Co Ltd	Denstu

Category: FASHION / STYLE				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Uniqlo Surprise	Uniqlo	Uniqlo (Singapore) Pte Ltd	Tribal DDB/ PHD

Category: FAST FOOD, CASUAL DINING AND RESTAURANTS				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	How Pizza Hut Used Public Skepticism to Its Advantage In The Taste and Tell Challenge	Pizza Hut	Pizza Hut Singapore Pte Ltd	JWT/ Mindshare
2.	McDonald's™ Monopoly Singapore	McDonald's	McDonald's Restaurant Pte Ltd	DDB Worldwide/ OMD



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Category: FINANCIAL SERVICES – PRODUCTS AND SERVICES				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Be Surprised By Money	CIMB Bank Singapore	CIMB Bank Singapore	Ogilvy/ NEO@Ogilvy
2.	OCBC “It's Our Pleasure”	OCBC Bank	OCBC Bank	Dentsu Young & Rubicam/ Carat Media
3.	Rebranding NTUC Income	NTUC Income	NTUC Income Insurance Co-operative Limited	BBH Asia-Pacific/ PHD
4.	The Aviva Futurator	Aviva Singapore	Aviva Ltd	BBDO/Proximity/ Mindshare World

Category: GOVERNMENT / INSTITUTIONAL / RECRUITMENT				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	From Kiasu to Kindness	Singapore Kindness Movement	Singapore Kindness Movement	DDB Worldwide/ OMD

Category: HEALTHCARE – OTC				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Fables are more effective than facts	Health Promotion Board	Health Promotion Board	DDB Worldwide/ Mindshare

Category: INTERNET PRODUCTS AND SERVICES				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	The Great Singapore Treasure Hunt	StarHub MaxOnline	Starhub Ltd	DDB Worldwide/ Mindshare

Category: LEISURE PRODUCTS / OTHER CONSUMER GOODS				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	adiZero™ Gram Challenge	adidas	adidas Singapore Pte Ltd	iris
2.	The 12th Man	adidas	adidas	TBWA/ Carat Media
3.	The Secret Society of Gourmandise	Raffles Hotel	Raffles Hotel Singapore	Rapp

Category: MEDIA COMPANIES				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	SingTel Stadium	SingTel	Singapore Telecommunications Limited	OgilvyOne Worldwide
2.	The Random Camera Project	Getty Images	Getty Images	Ogilvy

Category: NON-PROFIT / PRO-BONO / PUBLIC SERVICE				
	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.	Know the Line	National Council on Problem Gambling	National Council on Problem Gambling	Bates 141/ Mediacom
3.	Live It Up Without Lighting Up	Breathe (HPB Youth Health Communications)	Health Promotion Board	Ogilvy & Mather/ Mindshare
4.	Live On	Ministry of Health	Ministry of Health	DDB Worldwide/ PHD Network
5.	Polar Bears	Singapore Environment Council	Singapore Environment Council	McCann Erickson/ Clear Channel
6.	Stories Are The Best Form Of Persuasion	Breathe (HPB Youth Health Communications)	Health Promotion Board	Ogilvy & Mather/ PHD
7.	Whale Shark Gamble	Sea Shepherd Conservation Society	Sea Shepherd Conservation Society	BBDO Proximity

Category: TELECOM SERVICES				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	'Bright Ideas for Smart Businesses'	SingTel	Singapore Telecommunications Ltd	BBDO/ Mediaedge:cia
2.	Get AMPed with Lady Gaga	SingTel	SingTel	BBDO/Proximity/ Mediaedge:cia
3.	Happy Mondays	StarHub Mobile	StarHub Ltd	DDB Worldwide/ Mindshare

Category: TRANSPORTATION				
	Campaign Title	Brand	Advertiser	Ad / Media Agency
1.	Superman Finds an Easier Way to Fly	Tiger Airways	Tiger Aviation Pte Ltd	Rapp