

**PRESS RELEASE****25 Winners raise the bar of effectiveness at Effies Singapore 2014**  
*Focused creative strategy at the heart of winning campaigns*

Singapore, June 9 2014 - Winners of the highly-coveted Effie Awards Singapore were unveiled and honoured at the Gala Dinner on Friday night at the Pan Pacific Hotel.

Held annually by the Institute of Advertising Singapore (IAS), the Effie Awards Singapore is judged on effectiveness, recognising outstanding marketing communication work that draws on insightful strategy and creativity to yield impactful results.

A jury of Singapore's leading senior advertising and marketing professionals, led by Effie Singapore Chairman Ben Lightfoot, awarded a total of 15 awards this year. 4 Gold, 5 Silver and 6 Bronze awards across 10 categories were handed out to 25 winning marketers and agencies.

DDB Group Singapore and OMD Singapore led the charge, taking home 6 awards each. The Health Promotion Board picked up two Golds for 'I Quit 28 Day Countdown' and 'Recipe'. 'The Great Human Experience' by Ogilvy & Mather Singapore for the Singapore Tourism Board and 'Arthur's Day 2013' by BBDO Singapore/ZenithOptimedia for Guinness were also awarded Gold.

Commenting on the winners' roster for this year's Effies, Effie Singapore Chairman Ben Lightfoot said, "We are incredibly pleased with all of the submissions and their exceptional quality. This year's entries have certainly continued to set the bar high for marketing effectiveness. The award winners clearly demonstrating a distinction in how they innovated to change perceptions and behaviours to drive results. I'd like to congratulate them all on behalf of IAS, Effie and the jury."

An analysis of the medallists by research agency and presenting partner, Millward Brown, showed that successful brands and marketing strategies placed equal importance to achieving long-term brand value as well as sales targets. With a well-defined clarity of purpose and point of differentiation for their brands, products and services, 90 percent of the winners at the Effies 2014 saw a significant increase in sales.

"A focused creative strategy emerged as the key point of differentiation that set the award winners apart from other entrants," said Priti Mehra, Managing Director, Millward Brown Singapore. "While it is becoming increasingly difficult for brands to stand out in the crowd, the building blocks of an effective campaign remain the same – a well-defined goal complemented by strong insights, and amplifying the message in an innovative and connected manner. We are proud to continue supporting clients and brands in their development and growth by providing a better understanding of industries, audiences and consumers in the region."

Effie Award Singapore 2014 is organized by IAS and sponsored by Asia Pacific Breweries Singapore, MediaCorp and Millward Brown.

IDEAS  
PEOPLE



Marketers and agencies can view all winners through the IAS website, [www.effies.sg](http://www.effies.sg).

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## EFFIE SINGAPORE 2014 WINNERS LIST

TYPE	CATEGORY	CAMPAIGN TITLE	BRAND	ADVERTISER	ADVERTISING/ MEDIA AGENCIES
Gold	Beverages - Alcohol	Arthur's Day 2013	Guinness	Asia Pacific Breweries Singapore	BBDO Singapore/ ZenithOptimedia Singapore
	Non-Profit / Pro-Bono / Public Service	I Quit 28 Day Countdown	Health Promotion Board – I QUIT	Health Promotion Board	Ogilvy & Mather Singapore/ OMD Singapore
	Government / Institutional / Recruitment	Recipe	Health Promotion Board	Health Promotion Board	DDB Group Singapore/ OMD Singapore
	Government / Institutional / Recruitment	The Great Human Experiment	Go the Extra Mile for Service (GEMS Up) Movement	Singapore Tourism Board	Ogilvy & Mather Singapore
Silver	Financial Services - Products/Services	Avoid The Unexpected	DBS Bank Ltd	DBS Bank Ltd	DDB Group Singapore/ Havas Media Singapore
	Beauty Products & Services	Huggies Signature Move	Huggies	Kimberly Clarke	Ogilvy & Mather Singapore/ Mindshare Singapore
	Fast food, Casual Dining and Restaurants	Just Another Shrimp Burger, Hai!	McDonald's	McDonald's Restaurant Pte. Ltd (Singapore)	DDB Group Singapore / OMD Singapore
	Corporate Reputation / Professional Services	Singtel's Hawker Heroes	Singapore Telecommunications Ltd	Singapore Telecommunications Ltd	BBDO Singapore/ MEC Singapore
	Beverages – Non-Alcohol	The 36-Hour Day	Dark Dog	Teerath & Co. Pte Ltd	Y&R Singapore/ Construct Digital

Bronze	Leisure Products / Other Consumer Goods	Bridging The Divide	Panadol Cold & Cough	GlaxoSmithKline Pte Ltd	Grey Group Singapore/ Mindshare Singapore
	Non-Profit / Pro-Bono / Public Service	Dengue Fighters	National Environment Agency	National Environment Agency	DDB Group Singapore/ OMD Singapore
	Financial Services - Products/Services	Little Things Matter	Aviva	Aviva Ltd Singapore	BBDO Singapore / ZenithOptimedia Singapore
	Financial Services – Cards	MAPS	MasterCard Asia/Pacific Pte Ltd	MasterCard Asia/Pacific Pte Ltd	UM Singapore / McCann Worldgroup Singapore
	Fast food, Casual Dining and Restaurants	McDonald's Spicy Face-off	McDonald's	McDonald's Restaurant Pte. Ltd (Singapore)	DDB Group Singapore / OMD Singapore
	Corporate Reputation/Professional Services	When Granny Meets Little Sally	McDonald's	McDonald's Restaurant Pte. Ltd (Singapore)	DDB Group Singapore / OMD Singapore