



## Effie Singapore 2016 Finalist List

CATEGORY	BRAND	CAMPAIGN TITLE	CLIENT	PRIMARY AGENCY 1/2
Awareness/Trial	LEGO	Give the Gift of Play	LEGO Singapore PTE LTD	Geometry Global/Lego Shopper Marketing Agency
Beverages-Alcohol	Guinness Foreign Extra Stout	Guinness "Beer Gao"	GAPL PTE LTD	BBDO Singapore PTE LTD
Beverages-Alcohol	Tiger Beer	The Unofficial Official Beer of Singapore	ASIA PACIFIC BREWERIES PTE LTD	BBDO Singapore PTE LTD
Brand Experience	LEGO	LEGO SG50: Rebuild	LEGO Singapore PTE LTD	iris Singapore
Brand Experience	NTUC Income	Adviser Connect: Virtual hook-ups for insurance advisers	NTUC Income	BBH Asia Pacific/NTUC Income
Brand Experience	Ministry of Communications and Information (MCI)	Glitter, gods and ghosts	Ministry of Communications and Information	DDB Group Singapore
Brand Experience	Audi Singapore	Audi Presents 'A Drive Back in Time'	Audi Singapore Pte Ltd	Publicis Singapore
Brand Experience	Scoot Airlines	Garang in the Sky	Scoot Airlines	Publicis Singapore/FLY Entertainment Pte Ltd
Brand Experience	Singapore Future Exhibition, Centre for Liveable Cities	Make the Future	Singapore Future Exhibition, Centre for Liveable Cities	DDB Group Singapore/Pico Art International Pte Ltd
Brand Experience	Huggies	Mum on Board	Kimberly Clark Singapore	Ogilvy & Mather Singapore/Mindshare Singapore
David vs Goliath	StarHub	Home by Homes	Starhub Ltd	DDB Group Singapore/Mindshare Singapore
David vs Goliath	United Overseas Bank	Mighty (Convergence) Campaign	UOB (United Overseas Bank)	BBH Asia Pacific
Financial Services - Products/Services	NTUC Income	OrangeAid presents "Last Day of School"	NTUC Income	BBH Asia Pacific

Financial Services - Products/Services	UOB (United Overseas Bank) Private Bank	OUR VALUES DEFINE US	United Overseas Bank	BBH Asis Pacific
Government/ Institutional/ Recruitment	Ministry of Communications and Information (MCI)	Speak Softly Love	Ministry of Communications and Information	DDB Group Singapore
Government/ Institutional/ Recruitment	Health Promotion Board	I Quit 28 Days	Health Promotion Board	DDB Group Singapore/Tribal Worldwide Singapore
Leisure Products/Other Consumer Goods	LEGO	Give the Gift of Play	LEGO Singapore PTE LTD	Geometry Global/Lego Shopper Marketing Agency
Leisure Products/Other Consumer Goods	LEGO	LEGO SG50: Rebuild	LEGO Singapore PTE LTD	iris Singapore
Media Idea	Scoot Airlines	The Scoot Social MatrixCode No	Scoot Airlines	Publicis Singapore
Media Idea	LEGO	LEGO SG50: Rebuild	LEGO Singapore PTE LTD	iris Singapore
New Product or Service	Pioneer Generation Package	Love Stories	Ministry of Communications and Information	DDB Group Singapore
New Product or Service	UOB (United Overseas Bank)	Mighty (Convergence) Campaign	UOB (United Overseas Bank)	BBH Asia Pacific
Seasonal/Event	LEGO	Give the Gift of Play	LEGO Singapore PTE LTD	Geometry Global/Lego Shopper Marketing Agency
Single-Retailer Rollout	Atlas Sound & Vision	One Sound Endless Perceptions	Atlas Sound & Vision	Xpointo Media Pte Ltd
Small Budgets (Product & Services)	Samaritans of Singapore	Plaster the Silence	Samaritans Of Singapore	TBWA\ Group Singapore
Small Budgets (Product & Services)	LEGO	Give the Gift of Play	LEGO Singapore PTE LTD	Geometry Global/Lego Shopper Marketing Agency
Small Budgets (Product & Services)	Magners	Tinster	C&C International	Host Singapore
Telecom Services	SINGTEL	99% SME	Singapore Telecommunications Limited	OgilvyOne Worldwide Ltd.
Travel/Tourism/ Destination	Scoot Airlines	The Scoot Social Matrix	Scoot Airlines	Publicis Singapore
Travel/Tourism/ Destination	Scoot Airlines	Destination Oz!	Scoot Airlines	Publicis Singapore