



## Effie Awards Singapore 2016 Winners

Award	Category	Brand	Campaign Title	Advertiser	Agency
Gold	Beverages - Alcohol	GUINNESS FOREIGN EXTRA STOUT	GUINNESS 'BEER GĂO'	GAPL PTE LTD	BBDO SINGAPORE PTE LTD
Gold	Brand Experience	NTUC Income	Adviser Connect: Virtual hook-ups for insurance advisers	NTUC Income	BBH Asia Pacific, NTUC Income
Gold	Brand Experience	Ministry of Communications and Information (MCI)	Glitter, gods and ghosts	Ministry of Communications and Information	DDB Group Singapore
Gold	Media Idea	Scoot Airlines	The Scoot Social Matrix	Scoot Airlines	Publicis Singapore
Silver	Financial Services - Products / Services	NTUC Income	OrangeAid presents "Last Day of School"	NTUC Income	BBH Asia Pacific
Silver	Financial Services - Products / Services	UOB (UNITED OVERSEAS BANK) PRIVATE BANK	OUR VALUES DEFINE US	United Overseas Bank	BBH Asia Pacific
Silver	Telecom Services	SINGTEL	99% SME	Singapore Telecommunications Limited	OgilvyOne Worldwide Ltd, Havas Media Asia Pacific Pte Ltd
Bronze	Brand Experience	LEGO	LEGO SG50: Rebuild	LEGO Singapore Pte. Ltd.	iris Singapore
Bronze	David vs Goliath	StarHub	Home by Homes	StarHub Ltd	DDB Group Singapore, Mindshare Singapore
Bronze	Leisure Products / Other Consumer Goods	LEGO	Give The Gift Of Play	LEGO SINGAPORE PTE LTD	GEOMETRY GLOBAL, LEGO SHOPPER MARKETING AGENCY

Bronze	Seasonal / Event	LEGO	Give The Gift Of Play	LEGO SINGAPORE PTE LTD	GEOMETRY GLOBAL, LEGO SHOPPER MARKETING AGENCY
Bronze	Small Budgets (Product & Services)	Samaritans of Singapore	Plaster The Silence	Samaritans Of Singapore	TBWA\ Group Singapore
Bronze	Travel / Tourism / Destination	Scoot Airlines	The Scoot Social Matrix	Scoot Airlines	Publicis Singapore