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Effie Singapore Celebrates Winners of 2013

The Institute of Advertising Singapore (IAS) held its 10th annual Singapore Effie Awards on June 7, 2013 at Swissotel, The Stamford. A total of 20 awards were handed out, including four Gold, nine Silver and seven Bronze Effies.

Sponsored this year by StarHub, the Singapore Effies 2013 honors the country's most effective marketing communications cases. The 2013 awards celebrated 37 winning clients and agencies in Singapore. The big winners of the night were Ogilvy and DDB, taking home four awards each.

BBH Asia Pacific picked up two Golds - 'National Night' for Mentos and 'From Big Ticket Expense to Daily Essential' for NTUC Income, while Golds were also awarded to BBDO Proximity / ZenithOptimedia for 'The World's Smoothest Launch' campaign for Guinness, and to DDB Singapore / Havas Media for 'Expect the even more unexpected' for DBS.

To celebrate the tenth anniversary of the awards, three special Effies were given out to the best performing agencies & clients based on the awards won over the last decade. DDB was named the Most Effective Creative Agency, Mindshare the Most Effective Media Agency and Health Promotion Board the Most Effective Advertiser.

Ben Lightfoot, Chairman of both the Singapore Effies Chapter for 2013 and McCann Worldgroup,

Singapore announced, "On behalf of the IAS and the Effies jury, I'd like to congratulate all of this year's finalists, and in particular our winners. The jury was impressed with the high standard of submissions, and we were proud to see a strong sense of 'Singapore' throughout the work."

This year, the Effie Awards also partnered with IAS's UPSTARTS, an inspirational learning and networking initiative for the industry's under 30s, to launch the inaugural UPSTARTS x Effies event. Young marketers and agency teams joined industry heavyweights at INK Bar for an energetic debate on whether creativity and effectiveness are mutually exclusive, before the event transformed into the official Effies afterparty.

The full list of Effie Singapore 2013 winners can be found on Effie Singapore's [microsite](#). For general information on Effie Singapore and IAS, please visit the [IAS website](#).

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The **Effie Awards** are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.