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May 10, 2016 APAC

## Effie Awards Singapore 2016 Jury Shortlists 30

# Entries

Singapore, May 10th, 2016 - The Effie Awards Singapore organizing committee and the Institute of Advertising Singapore (IAS) announced that 30 entries have been shortlisted by the jury as finalists.

Winners will be announced at a gala dinner on June 9, 2016 at the Pan Pacific Hotel in Singapore.

The finalists and winners are determined through a two round judging process. This year, the judges have comprised over 40 of Singapore's most accomplished advertising and marketing professionals. Shufen Goh, Principal of R3 worldwide, President of Institute of Advertising Singapore said:

"The Effies are the most globally recognized effectiveness awards, differentiated by high quality judging and judges. IAS is grateful for the support received from the industry to make each year better than the last."

John Hadfield, CEO BBH Asia Pacific and Chairman of the Effie Award Singapore 2016, commented:

"We've had a substantial, near record, number of entries, and have been able to secure the leaders of the industry as judges. Both factors emphasize that even in these turbulent times the Effies remain a fundamental part of our industry's behavior."

For 2016, DDB Group Singapore lead the shortlist with 6 campaigns named as finalists. BBH Asia Pacific and Publicis Singapore share the second position with 5 campaigns each. Geometry Global and iris Singapore are in third and fourth places with 4 and 3 campaigns respectively.

Helen Lee, Managing Director of ZenithOptimedia (Singapore) and Jury Member said:

"The strongest entries are those that are written in a clear and simple manner. They also have a key Big Idea, which in a single-minded way threads all the executional and engagement activities. Results are all-encompassing around Business, Marketing and Sales. Simplicity is very often the most difficult thing to achieve and the winning entries have successfully done that."

The full list of finalists can be found [here](#).

The scoring for Effie Awards Singapore has been reviewed and tabulated by PricewaterhouseCoopers.

To book your award ceremony tables and tickets today, please contact IAS at (65) 6220 8382 or email [effies@ias.org.sg](mailto:effies@ias.org.sg).

For more information, please contact Ms May Loong, Executive Director, IAS, Tel: 6220 8382 or visit the website [www.effie.sg](http://www.effie.sg) for more information.