



May 18, 2017 APAC

## 2017 Effie Awards Singapore Winners Announced

Winners of the 2017 Effie Awards Singapore were celebrated at the Gala on May 18 at the Pan Pacific Singapore. From a shortlist of 24, 12 winners were awarded, including two Gold, six Silver and four Bronze. Organized by the Institute of Advertising Singapore (IAS), the mission of Effie Awards Singapore is to honor the most effective work in the marketing communications industry.

A panel of more than 30 judges, comprised of Singapore's most accomplished marketing and advertising professionals, determined the winners after two rounds of rigorous judging.

Gold trophies were presented to DDB and The Bone Marrow Donation Programme for their campaign, "A Small Ask, A Big Plea," and to BBH, OMD and INCOME for their campaign, "Start Retiring." NTUC Income emerged as the top brand, winning a Gold and a Bronze, while DDB Group was the top winning agency, earning a Gold, Silver and Bronze. Notable was GOVT Singapore, who picked up a Silver and a Bronze.

On the 2017 winners, John Hadfield, 2017 Effie Singapore Chair and CEO of BBH Asia Pacific, commented, "It is, and should be, a hard task to achieve an Effie. Congratulations to the twelve winners that convinced the judges of their merits. We have had huge interest in the Singapore Effies this year, with a more diverse range of agencies involved, great support from the industry in terms of judges and a very well attended awards night. Thanks to everyone for their continued support and for continuing to make the Singapore Effies the gold standard."

Shufen Goh, Principal and Co-Founder, R3 Worldwide, and President of the Institute of Advertising Singapore (IAS) commented, "Entries from independent agencies have doubled year on year, and now make up a third of the total. (This is) a very clear sign that Effie Awards Singapore has evolved to be very inclusive, and (an) important focus for the industry, regardless of size and budget."

Richard Heath, Executive Director, Head, Kantar Millward Brown, said, "The quest for an Effie is the quest for genuine impact; something we get very excited about at Kantar Millward Brown. It takes a razor sharp strategy, dynamic execution and a heavy dose of creative magic to win the prize. The greatest work is now also about bravery; the bravery to let go some control and evolve in real time with the consumer."

The full list of 2017 winners can be viewed at <http://effie.sg>.