



May 10, 2018 Singapore

## UOB & Income Emerge as Top Winners at Effie Awards Singapore 2018

Singapore, 10 May 2018 - Fourteen Effie Awards (3 Gold, 6 Silver and 5 Bronze) were presented at the 16th Annual Effie Awards Singapore Gala Dinner, organized by the Institute of Advertising Singapore (IAS) and held at Marina Bay Sands.

A jury panel of over 30 judges, comprised of Singapore's most renowned marketing and advertising professionals, determined the winners after two rounds of intense judging.

UOB & Income emerged as the top brands for the evening, with UOB winning 2 Gold Effies and Income winning 1 Gold & 2 Silver Effies. BBH, Ogilvy & Mather, Asatsu-DK, DDB, JWT & Entropia were the top-winning agencies.

On the 2018 winners, John Hadfield, Effies Singapore 2018 Chair, commented,

"It is, and should be, a hard task to achieve an Effie. Congratulations to the fourteen winners that convinced the judges of their merits. And thanks to everyone for their continued support in making the Effies the gold standard effectiveness award in Singapore."

Shufen Goh, Principal and Co-Founder, R3 Worldwide, President of Institute of Advertising Singapore (IAS) commented,

"We have introduced new categories this year and they are well received. More than 30% of entries received are under new categories. Entries from independent agencies and clients have also doubled from 2017."

Richard Heath, Executive Director, Head of Kantar Millward Brown Singapore and Effie sponsor commented,

“In the 4 years we’ve been involved, it’s been inspiring to see how the work has evolved: brands are becoming more and more adept in telling emotional stories teased out from true Singapore human insight. The best of this year’s work is intuitive. You immediately know, and feel, what it is trying to say. It resonates at the core of your being because an understanding of you was the inspiration in the first place.”

The full list of 2018 winners can be viewed at <http://effie.sg>.

For more information, please contact Ms Susan Chee, Executive Director or Ms Kim Fam, Marketing Manager, IAS, Tel: 6220 8382 or visit the website <http://effie.sg> for more information.

### **About The Effies**

Known globally as the pre-eminent award in the industry, the Effie Awards identify the most significant achievement in marketing communications: ideas that work. Successfully combining all the disciplines of marketing communications, the Effie Awards' mission is to honour the most outstanding marketing communication works that demonstrate insightful strategy, outstanding creativity and proven results in meeting strategic objectives. Effies Singapore, run by Institute of Advertising Singapore (IAS), honours effective marketing communications across Singapore. It is a chance to celebrate the impact of the partnership between clients and agencies and to inspire people in our industry with the best of the best.

### **About the Institute of Advertising Singapore**

IAS' Mission:

To help the marketing communications industry in Singapore shape its future (innovate) and enable it to take a Global leadership role.

To develop industry talents through three pillars of activity: Education

Excellence (awards)

Exchange (enabling the network)

Background: Formed in 1990, the IAS (Institute of Advertising, Singapore) is a not-for-profit organisation that represents all parties in the marketing communications industry including marketing companies, media owners and their agencies. Its remit is to help the marketing communications industry in Singapore shape its future in a global leadership role. The IAS does this by focusing on the development of its key asset, talent. As businesses that are centred on people and ideas, the attraction, development and the retention of talent is, without doubt, the number one priority for the industry.

The IAS organises educational events and programs, celebrates best practice (through award shows – e.g. Effies, APPIES, Hall of Fame Awards) and facilitates the exchange of information and ideas.