



May 29, 2019 Singapore

## 2019 Effie Awards Singapore & Institute of Advertising Singapore (IAS) present fifteen awards; Ogilvy Singapore wins six

Singapore, 29 May 2019 – Fifteen Effie awards (4 Gold, 7 Silver and 4 Bronze) were presented at the Gala Dinner on Wednesday night, honoring Singapore's most effective work.

The winners were determined by a senior judging panel of over 30 leaders from agencies, clients and media partners, over two rounds of intensive judging.

Ogilvy Singapore was the most-awarded agency at the show, with 1 Gold, 4 Silver and 1 Bronze award. Income walked away with 1 Gold, 1 Silver and 1 Bronze, and Kentucky Fried Chicken with 3 Silver, making them the top-winning brands for the evening.

John Hadfield, Effie Singapore 2019 Chair and CEO BBH Singapore, commented, "Congratulations to the winners and to all those that were shortlisted. The Effies prove the value of our industry in Singapore. Thanks for everyone's continued support."

Shufen Goh, Principal and Co-Founder, R3 Worldwide, President of Institute of Advertising Singapore (IAS) added, *"The quality of submissions this year surpassed expectations and was one of the most competitive in the recent years. The winners are definitely well-deserving!"*

The full list of 2019 winners can be viewed at <http://effie.sg>.

Effie Awards Singapore 2019 is supported by Mediacorp Pte Ltd (Official Media Partner); Asia Pacific Breweries (Singapore) Pte Ltd, Google Asia-Pacific, Kantar, Singapore Press Holdings, and ZPixel.

For more information, please contact Ms. Kim Fam, Marketing Manager, IAS, Tel: 6220 8382 or visit [the website](#) for more information.

*This press release originally appeared on [effie.sg](http://effie.sg).*