

## GONG 2013 CREATIVE CIRCLE AWARDS -Short List

### PRINT

| No | Name of Entry                                 | Name of Agency         | Name of Client                            | Category                                      |
|----|---|------------------------|---|---|
| 1  | Made of More - Pool                           | BBDO Singapore Pte Ltd | Asia Pacific Breweries Singapore / DIAGEO | A2 Beverages-alcoholic/non alcoholic          |
| 2  | Made of More - Hotel                          | BBDO Singapore Pte Ltd | Asia Pacific Breweries Singapore / DIAGEO | A2 Beverages-alcoholic/non alcoholic          |
| 3  | Made of More - Film Director                  | BBDO Singapore Pte Ltd | Asia Pacific Breweries Singapore / DIAGEO | A2 Beverages-alcoholic/non alcoholic          |
| 4  | Captured - Skateboarder                       | BBDO Singapore Pte Ltd | Olympus Malaysia Sdn. Bhd.                | A3 Consumer Electronics                       |
| 5  | Captured - Cheetah                            | BBDO Singapore Pte Ltd | Olympus Malaysia Sdn. Bhd.                | A3 Consumer Electronics                       |
| 6  | SENSITIVE: MISSILE                            | Lowe Singapore         | Unilever - Signal Sensitive Toothpaste    | A4 Pharma,beauty products...                  |
| 7  | SENSITIVE: GAUNTLET                           | Lowe Singapore         | Unilever - Signal Sensitive Toothpaste    | A4 Pharma,beauty products...                  |
| 8  | SENSITIVE: ARROWS                             | Lowe Singapore         | Unilever - Signal Sensitive Toothpaste    | A4 Pharma,beauty products...                  |
| 9  | Stomach Jam                                   | BBDO Singapore Pte Ltd | Bayer (South East Asia) Pte Ltd           | A4 Pharma,beauty products...                  |
| 10 | ROOFTOP                                       | Publicis Singapore     | AXA Singapore                             | A9 Financial Products & services              |
| 11 | War   | Publicis Singapore     | Crisis Relief Singapore                   | A10 Public service,charity & fund raising     |
| 12 | Flood   | Publicis Singapore     | Crisis Relief Singapore                   | A10 Public service,charity & fund raising     |
| 13 | Don't Take Part: Crocodile                    | Lowe Singapore         | PETA Asia                                 | A10 Public service,charity & fund raising     |
| 14 | Beats - Techno Dance                          | DDB Group Singapore    | Getty Images                              | A10 Public service,charity & fund raising     |
| 15 | Gas/Oil/Coal                                  | Grey Group Singapore   | Procter & Gamble International            | A12 Household supplies & appliances           |
| 16 | Oil   | Grey Group Singapore   | Procter & Gamble International            | A12 Household supplies & appliances           |
| 17 | Gas   | Grey Group Singapore   | Procter & Gamble International            | A12 Household supplies & appliances           |
| 18 | Coal  | Grey Group Singapore   | Procter & Gamble International            | A12 Household supplies & appliances           |
| 19 | Robot   | Grey Group Singapore   | Procter & Gamble International            | A12 Household supplies & appliances           |
| 20 | Doll  | Grey Group Singapore   | Procter & Gamble International            | A12 Household supplies & appliances           |
| 21 | Dog   | Grey Group Singapore   | Procter & Gamble International            | A12 Household supplies & appliances           |
| 22 | "The Return" - Doll/Dog/Robot                 | Grey Group Singapore   | Procter & Gamble International            | A12 Household supplies & appliances           |
| 23 | Made of More - Hotel/Pool                     | BBDO Singapore Pte Ltd | Asia Pacific Breweries Singapore / DIAGEO | A15 Campaign- Beverages                       |
| 24 | MYTHS: WHISKEY & HEADSTAND & MAGNET           | Lowe Singapore         | Unilever - CLEAR Anti-Hairfall Shampoo    | A17 Campaign-Pharma,beauty products           |
| 25 | Earthquake                                    | Publicis Singapore     | Crisis Relief Singapore                   | A17 Campaign-Pharma,beauty products           |
| 26 | ROOFTOP                                       | Publicis Singapore     | AXA Singapore                             | A22 Campaign-Financial products & services    |
| 27 | War/Earthquake                                | Publicis Singapore     | Crisis Relief Singapore                   | A23 Campaign-public service,charity           |
| 28 | Opposites - Bulls                             | DDB Group Singapore    | Selleys                                   | A24 Campaign-Biz equipment,office supplies    |
| 29 | Solutions: Ketchup & Chocolate Milk & Mustard | Lowe Singapore         | Unilever - Breeze Washing Detergent       | A25 Campaign- Household supplies & appliances |

### PRINT CRAFT

| No | Name of Entry                       | Name of Agency           | Name of Client                            | Category          |
|----|-------------------------------------|--------------------------|---|-------------------|
| 1  | Made of More- Hotel & Pool Campaign | BBDO Singapore Pte Ltd   | Asia Pacific Breweries Singapore / DIAGEO | A40 Art Direction |
| 2  | Ketchup & Chocolate Milk & Mustard  | Nemesis Pictures Pte Ltd | Unilever Asia Pte Ltd                     | A40 Art Direction |
| 3  | War/Earthquake                      | Publicis Singapore       | Crisis Relief Singapore                   | A40 Art Direction |
| 4  | Gas/Oil/Coal                        | Grey Group Singapore     | Procter & Gamble International            | A40 Art Direction |
| 5  | Made of More- Hotel                 | BBDO Singapore Pte Ltd   | Asia Pacific Breweries Singapore / DIAGEO | A42 Illustration  |
| 6  | Opposites - Bulls/Frogs/Moths       | DDB Group Singapore      | Selleys                                   | A42 Illustration  |
| 7  | Makisan/Gargan & Tsunami            | Kinectic                 |   | A42 Illustration  |

|    |                              |                        |   |                  |
|----|------------------------------|------------------------|---|------------------|
| 8  | SENSITIVE: ARROWS            | Low Singapore          | Unilever - Signal Sensitive Toothpaste    | A42 Illustration |
| 9  | Made Of More - Pool          | BBDO Singapore Pte Ltd | Asia Pacific Breweries Singapore / DIAGEO | A42 Illustration |
| 10 | SENSITIVE: GAUNTLET          | Low Singapore          | Unilever - Signal Sensitive Toothpaste    | A42 Illustration |
| 11 | SENSITIVE: MISSILE           | Low Singapore          | Unilever - Signal Sensitive Toothpaste    | A42 Illustration |
| 12 | Made of More - Film Director | BBDO Singapore Pte Ltd | Asia Pacific Breweries Singapore / DIAGEO | A42 Illustration |
| 13 | Corner Office                | Y&R Singapore          | Teerath & Co Pte Ltd                      | A42 Illustration |
| 14 | Doll/Dog/Robot               | Grey Group Singapore   | Procter & Gamble International            | A43 Photography  |

## 1 OUTDOOR & POSTER

| No | Name of Entry                        | Name of Agency           | Name of Client                             | Category                                    |
|----|--------------------------------------|--------------------------|--|---|
| 1  | Opposites - Bulls                    | DDB Group Singapore      | Selleys                                    | B2 Posters for billboards & adshells        |
| 2  | SOLUTION: CHOCOLATE MILK             | Low Singapore            | Unilever - Breeze Washing Detergent        | B2 Posters for billboards & adshells        |
| 3  | SOLUTION: MUSTARD                    | Low Singapore            | Unilever - Breeze Washing Detergent        | B2 Posters for billboards & adshells        |
| 4  | SOLUTION: KETCHUP                    | Low Singapore            | Unilever - Breeze Washing Detergent        | B2 Posters for billboards & adshells        |
| 5  | SENSITIVE: ARROWS                    | Low Singapore            | Unilever - Signal Sensitive Toothpaste     | B2 Posters for billboards & adshells        |
| 6  | War                                  | Publicis Singapore       | Crisis Relief Singapore                    | B2 Posters for billboards & adshells        |
| 7  | Earthquake                           | Publicis Singapore       | Crisis Relief Singapore                    | B2 Posters for billboards & adshells        |
| 8  | Flood                                | Publicis Singapore       | Crisis Relief Singapore                    | B2 Posters for billboards & adshells        |
| 9  | X-Mini "Sound Waves"                 | Dentsu Singapore Pte Ltd | XMI Pte Ltd                                | B2 Posters for billboards & adshells        |
| 10 | SENSITIVE: GAUNTLET                  | Low Singapore            | Unilever - Signal Sensitive Toothpaste     | B2 Posters for billboards & adshells        |
| 11 | Signs                                | BBDO Singapore Pte Ltd   | Beijing Mercedes-Benz Sales Service Co Ltd | B3 Free format posters-indoor use           |
| 12 | Opposites - Bulls                    | DDB Group Singapore      | Selleys                                    | B3 Free format posters-indoor use           |
| 13 | SOLUTION: CHOCOLATE MILK             | Low Singapore            | Unilever - Breeze Washing Detergent        | B3 Free format posters-indoor use           |
| 14 | SOLUTION: KETCHUP                    | Low Singapore            | Unilever - Breeze Washing Detergent        | B3 Free format posters-indoor use           |
| 15 | SENSITIVE: ARROWS                    | Low Singapore            | Unilever - Signal Sensitive Toothpaste     | B3 Free format posters-indoor use           |
| 16 | SENSITIVE: GAUNTLET                  | Low Singapore            | Unilever - Signal Sensitive Toothpaste     | B3 Free format posters-indoor use           |
| 17 | SENSITIVE: MISSILE                   | Low Singapore            | Unilever - Signal Sensitive Toothpaste     | B3 Free format posters-indoor use           |
| 18 | ROOFTOP                              | Publicis Singapore       | AXA Singapore                              | B3 Free format posters-indoor use           |
| 19 | Magic                                | Publicis Singapore       | AXA Singapore                              | B3 Free format posters-indoor use           |
| 20 | Made of More - Hotel                 | BBDO Singapore Pte Ltd   | Asia Pacific Breweries Singapore / DIAGEO  | B3 Free format posters-indoor use           |
| 21 | Made of More - Film Director         | BBDO Singapore Pte Ltd   | Asia Pacific Breweries Singapore / DIAGEO  | B3 Free format posters-indoor use           |
| 22 | Made of More - Pool                  | BBDO Singapore Pte Ltd   | Asia Pacific Breweries Singapore / DIAGEO  | B3 Free format posters-indoor use           |
| 23 | Pedigree - Corgi                     | BBDO Singapore Pte Ltd   | MARS SEA                                   | B3 Free format posters-indoor use           |
| 24 | DON'T TAKE PART: CROCODILE           | Low Singapore            | PETA Asia                                  | B3 Free format posters-indoor use           |
| 25 | College Dropout                      | Publicis Singapore       | Beyond Social Services                     | B3 Free format posters-indoor use           |
| 26 | I'm Fine                             | Publicis Singapore       | Samaritans of Singapore                    | B3 Free format posters-indoor use           |
| 27 | Life is great                        | Publicis Singapore       | Samaritans of Singapore                    | B3 Free format posters-indoor use           |
| 28 | Fan                                  | Publicis Singapore       | AXA Singapore                              | B3 Free format posters-indoor use           |
| 29 | HappyTable                           | DDB Group Singapore      | McDonald's Singapore                       | B4-Ambient_bars & restaurants               |
| 30 | The Pee Analyser                     | DDB Group Singapore      | Zouk Singapore                             | B4-Ambient_bars & restaurants               |
| 31 | Train Harder                         | Y&R Singapore            | Teerath & Co Pte Ltd                       | B6-Ambient_petrol pumps,flyers,stickers.    |
| 32 | One Child's Toy Another Child's Pain | Grey Group Singapore     | Metro Pte Ltd                              | B7-Ambient_3D & free format                 |
| 33 | Cheers to Arthur Guinness            | BBDO Singapore Pte Ltd   | Asia Pacific Breweries Singapore           | B8-Ambient_live stunts & promotional events |
| 34 | Hope Window                          | JWT Singapore            | SPCA Singapore                             | B8-Ambient_live stunts & promotional events |

|    |                                      |                               |  |   |
|----|--------------------------------------|-------------------------------|--|---|
| 35 | Neurogolf                            | JWT Singapore                 | HSBC Singapore                             | B8-Ambient_live stunts & promotional events         |
| 36 | Soaps That turn into Festive Colours | JWT Singapore                 | Lux Global                                 | B8-Ambient_live stunts & promotional events         |
| 37 | Hair Quartet                         | JWT Singapore/JWT Manila      | Unilever Asia Pacific Pte Ltd              | B8-Ambient_live stunts & promotional events         |
| 38 | The Boldest Buskers                  | BBDO Singapore Pte Ltd        | Asia Pacific Breweries Singapore           | B8-Ambient_live stunts & promotional events         |
| 39 | Parking Aunties                      | The Local Pte Ltd             | Lifestyle Scene Pte Ltd                    | B8-Ambient_live stunts & promotional events         |
| 40 | Google Open Spaces                   | BBH Asia Pacific              | Google                                     | B9-Ambient_non-standard or free format advertising  |
| 41 | Hawker Heroes                        | BBDO / Ogilvy & Mather S'pore | Singapore Telecommunication Limited        | B11 Food  |
| 42 | HappyTable                           | DDB Group Singapore           | McDonald's Singapore                       | B11 Food  |
| 43 | Made of More - Pool                  | BBDO Singapore Pte Ltd        | Asia Pacific Breweries Singapore / DIAGEO  | B12 Beverages-alcoholic & non-alcoholic             |
| 44 | Made of More - Film Director         | BBDO Singapore Pte Ltd        | Asia Pacific Breweries Singapore / DIAGEO  | B12 Beverages-alcoholic & non-alcoholic             |
| 45 | Made of More - Hotel                 | BBDO Singapore Pte Ltd        | Asia Pacific Breweries Singapore / DIAGEO  | B12 Beverages-alcoholic & non-alcoholic             |
| 46 | The Pee Analyser                     | DDB Group Singapore           | Zouk Singapore                             | B12 Beverages-alcoholic & non-alcoholic             |
| 47 | The Sharing Can                      | Ogilvy & Mather Singapore     | The Coca-Cola Company                      | B12 Beverages-alcoholic & non-alcoholic             |
| 48 | Opposites - Bulls                    | DDB Group Singapore           | Selleys                                    | B13 Household                                       |
| 49 | Robot                                | Grey Group Singapore          | Procter & Gamble International             | B13 Household                                       |
| 50 | Doll                                 | Grey Group Singapore          | Procter & Gamble International             | B13 Household                                       |
| 51 | Dog                                  | Grey Group Singapore          | Procter & Gamble International             | B13 Household                                       |
| 52 | The Return" - Doll/Dog/Robot         | Grey Group Singapore          | Procter & Gamble International             | B13 Household                                       |
| 53 | SOLUTION: CHOCOLATE MILK             | Lowe Singapore                | Unilever - Breeze Washing Detergent        | B13 Household                                       |
| 54 | SOLUTION: KETCHUP                    | Lowe Singapore                | Unilever - Breeze Washing Detergent        | B13 Household                                       |
| 55 | Oil                                  | Grey Group Singapore          | Procter & Gamble International             | B13 Household                                       |
| 56 | Captured - Cheetah                   | BBDO Singapore Pte Ltd        | Olympus Malaysia Sdn. Bhd.                 | B14 Home appliances,electronics & av                |
| 57 | Hair Quartet                         | JWT Singapore/JWT Manila      | Unilever Asia Pacific Pte Ltd              | B15 Cosmetics,beauty, toiletries & pharmacy         |
| 58 | SENSITIVE: ARROWS                    | Lowe Singapore                | Unilever - Signal Sensitive Toothpaste     | B15 Cosmetics,beauty, toiletries & pharmacy         |
| 59 | SENSITIVE: MISSILE                   | Lowe Singapore                | Unilever - Signal Sensitive Toothpaste     | B15 Cosmetics,beauty, toiletries & pharmacy         |
| 60 | Google Open Spaces                   | BBH Asia Pacific              | Google                                     | B17 Miscellaneous                                   |
| 61 | Signs                                | BBDO Singapore Pte Ltd        | Beijing Mercedes-Benz Sales Service Co Ltd | B18 Cars & Auto services                            |
| 62 | Beats - Classic Rock                 | DDB Group Singapore           | Getty Images                               | B22 Publications & Media                            |
| 63 | Neurogolf                            | JWT Singapore                 | (HSBC Singapore)                           | B23 Banking,Investment & Insurance                  |
| 64 | ROOFTOP                              | Publicis Singapore            | AXA Singapore                              | B23 Banking,Investment & Insurance                  |
| 65 | Fan                                  | Publicis Singapore            | AXA Singapore                              | B23 Banking,Investment & Insurance                  |
| 66 | Magic                                | Publicis Singapore            | AXA Singapore                              | B23 Banking,Investment & Insurance                  |
| 67 | Beats - Classic Rock                 | DDB Group Singapore           | Getty Images                               | B24 Biz equipment & services                        |
| 68 | Baby                                 | Publicis Singapore            | GMP Recruitment                            | B25 Commercial Public services                      |
| 69 | Mother-in-Law                        | Publicis Singapore            | GMP Recruitment                            | B25 Commercial Public services                      |
| 70 | Hope Window                          | JWT Singapore                 | SPCA Singapore                             | B27 Fundraising, charities,non-profit organisations |
| 71 | War                                  | Publicis Singapore            | Crisis Relief Singapore                    | B27 Fundraising, charities,non-profit organisations |
| 72 | Earthquake                           | Publicis Singapore            | Crisis Relief Singapore                    | B27 Fundraising, charities,non-profit organisations |
| 73 | One Child's Toy Another Child's Pain | Grey Group Singapore          | Metro Pte Ltd                              | B27 Fundraising, charities,non-profit organisations |
| 74 | Flood                                | Publicis Singapore            | Crisis Relief Singapore                    | B27 Fundraising, charities,non-profit organisations |

## RADIO

| No | Name of Entry | Name of Agency | Name of Client       | Category               |
|----|---------------|----------------|----------------------|------------------------|
| 1  | Nightclub     | Y&R Singapore  | Teerath & Co Pte Ltd | C1 Radio Ads 0-30 secs |

|   |                                 |                                    |   |                            |
|---|---------------------------------|------------------------------------|---|----------------------------|
| 2 | Grandma                         | Y&R Singapore                      | Teerath & Co Pte Ltd                    | C1 Radio Ads 0-30 secs     |
| 3 | Fedex Drama                     | BBDO Singapore Pte Ltd             | Fedex Express                           | C2 Radio Ads over 30 secs  |
| 4 | 313@Somerset "Universe"         | The Integer Group Singapore (TBWA) | LEND LEASE RETAIL INVESTMENTS 1 PTE LTD | C2 Radio Ads over 30 secs  |
| 5 | British Airways - Student Promo | BBH Asia Pacific                   | British Airways                         | C6 Consumer services       |
| 6 | Fedex Drama                     | BBDO Singapore Pte Ltd             | Fedex Express                           | C7 Biz Products & services |

| No | Name of Entry | Name of Agency | Name of Client | Category |
|----|---------------|----------------|----------------|----------|
|----|---------------|----------------|----------------|----------|

### RADIO CRAFT

|   |                      |                   |                   |                              |
|---|----------------------|-------------------|-------------------|------------------------------|
| 1 | Caltex Techron chase | Song Zu Singapore | Chevron Singapore | C10 Best use of sound design |
|---|----------------------|-------------------|-------------------|------------------------------|

### DESIGN

| No | Name of Entry   | Name of Agency                | Name of Client                         | Category                            |
|----|---|-------------------------------|--|-------------------------------------|
| 1  | bLAh bLAh bLAh  | Kinetic Singapore             | HOLYCRAP.SG                            | D2 Catalogues, brochures            |
| 2  | The Design Society Journal #7: Context                              | H55                           | The Design Society                     | D3 Magazines & newspaper            |
| 3  | Rubbish Famzine   | Kinetic Singapore             | HOLYCRAP.SG                            | D3 Magazines & newspaper            |
| 4  | Bracket vol. 05: Hustle   | Anonymous PTE LTD             | Anonymous PTE LTD                      | D3 Magazines & newspaper            |
| 5  | Being Together by John Clang  | Do Not Design                 | John Clang                             | D5 Book design                      |
| 6  | Heman Chong: The Part in The Story Where We lost Count of The Days. | H55                           | Heman Chong                            | D5 Book design                      |
| 7  | Rubbish Famzine   | Kinetic Singapore             | HOLYCRAP.SG                            | D5 Book design                      |
| 8  | Misomber Nuan Look Book   | Somewhere Else                | Misomber Nuan                          | D6 Book cover design                |
| 9  | A Design Film Festival  | A Beautiful Design            | RJ Paper                               | D7 Posters                          |
| 10 | The Swap Show   | Foreign Policy Design Group   | Foreign Policy Design Group            | D7 Posters                          |
| 11 | Uu 3D Custom Figurines  | Kinetic Singapore             | Kinetic Singapore                      | D7 Posters                          |
| 12 | MAKI-SAN 1ST ANNIVERSARY BASH-GARGAN                                | Kinetic Singapore             | MAKI-SAN                               | D7 Posters                          |
| 13 | MAKI-SAN 1ST ANNIVERSARY BASH-FIGHTING                              | Kinetic Singapore             | MAKI-SAN                               | D7 Posters                          |
| 14 | MAKI-SAN 1ST ANNIVERSARY BASH-TSUNAMO                               | Kinetic Singapore             | MAKI-SAN                               | D7 Posters                          |
| 15 | SENSITIVE   | Lowe Singapore                | Unilever - Signal Sensitive Toothpaste | D7 Posters                          |
| 16 | ULTIMATE ZEROHZ_ SONIC  | Kinetic Singapore             | DESIGN FILM FESTIVAL SINGAPORE         | D7 Posters                          |
| 17 | ULTIMATE ZEROHZ_ MIND BENDING                                       | Kinetic Singapore             | DESIGN FILM FESTIVAL SINGAPORE         | D7 Posters                          |
| 18 | ULTIMATE ZEROHZ_ COSINE   | Kinetic Singapore             | DESIGN FILM FESTIVAL SINGAPORE         | D7 Posters                          |
| 19 | MYTHS   | Lowe Singapore                | Unilever - CLEAR Anti-Hairfall Shampoo | D7 Posters                          |
| 20 | MAKI-SAN 1ST ANNIVERSARY BASH-FIGHTING                              | Kinetic Singapore             | MAKI-SAN                               | D8 Point of sale & in-store         |
| 21 | MAKI-SAN 1ST ANNIVERSARY BASH-GARGAN                                | Kinetic Singapore             | MAKI-SAN                               | D8 Point of sale & in-store         |
| 22 | MAKI-SAN 1ST ANNIVERSARY BASH-TSUNAMO                               | Kinetic Singapore             | MAKI-SAN                               | D8 Point of sale & in-store         |
| 23 | bLAh bLAh bLAh  | Kinetic Singapore             | HOLYCRAP.SG                            | D9 Promotional items                |
| 24 | MAKI-SAN 1ST ANNIVERSARY BASH-POSTERS                               | Kinetic Singapore             | MAKI-SAN                               | D9 Promotional items                |
| 25 | The Gap Semester Adventure Quest                                    | Darling Visual Communications | Raffles Institution                    | D9 Promotional items                |
| 26 | Rubbish Famzine   | Kinetic Singapore             | HOLYCRAP.SG                            | D9 Promotional items                |
| 27 | Mentos National Day Proposal  | BBH Asia Pacific              | Perfetti Van Melle                     | D11 Moving image & broadcast design |
| 28 | Uu 3D Custom Figurines  | Kinetic Singapore             | Kinetic Singapore                      | D12 Logo design                     |

|    |                             |                             |                             |                                       |
|----|-----------------------------|-----------------------------|-----------------------------|---------------------------------------|
| 29 | Table Manners               | Black Design Pte Ltd        | Table Manners (CCP) Pte Ltd | D13 Branding,corporate ID, stationery |
| 30 | Mexout                      | Bravo Company               | Mexout                      | D13 Branding,corporate ID, stationery |
| 31 | Sifang Art Museum           | Foreign Policy Design Group | Sifang Art Museum           | D13 Branding,corporate ID, stationery |
| 32 | The Pelican                 | Foreign Policy Design Group | Pelican                     | D13 Branding,corporate ID, stationery |
| 33 | A Cutting-Edge Name Card    | Grey Group Singapore        | Salon De Choix              | D13 Branding,corporate ID, stationery |
| 34 | Uu 3D Custom Figurines      | Kinetic Singapore           | Kinetic Singapore           | D13 Branding,corporate ID, stationery |
| 35 | ANDY YANG                   | Kinetic Singapore           | ANDY YANG                   | D13 Branding,corporate ID, stationery |
| 36 | DENNIS LIM THE FOOD BLOGGER | Kinetic Singapore           | DENNIS LIM THE FOOD BLOGGER | D13 Branding,corporate ID, stationery |
| 37 | <craig>                     | Roots                       | <craig>                     | D13 Branding,corporate ID, stationery |
| 38 | Foodology                   | Somewhere Else              | Foodology One Pte Ltd       | D13 Branding,corporate ID, stationery |
| 39 | A Design Film Festival 2013 | Anonymous PTE LTD           | Anonymous PTE LTD           | D13 Branding,corporate ID, stationery |
| 40 | Provisions                  | The Strangely Good          | Epic Distribution LLP       | D13 Branding,corporate ID, stationery |
| 41 | Rubbish Famzine             | Kinetic Singapore           | HOLYCRAP.SG                 | D14 Packaging (single or series)      |
| 42 | bLAh bLAh bLAh              | Kinetic Singapore           | HOLYCRAP.SG                 | D14 Packaging (single or series)      |
| 43 | Vanished Birds              | A Beautiful Design          | The Moluccas Room           | D15 Flyers/direct mail                |
| 44 | Uu 3D Custom Figurines      | Kinetic Singapore           | Kinetic Singapore           | D16 Self Promotion                    |
| 45 | "FOREST"                    | Tofu Design Pte Ltd         | Tofu Design Pte Ltd         | D16 Self Promotion                    |
| 46 | bLAh bLAh bLAh              | Kinetic Singapore           | HOLYCRAP.SG                 | D17 Others                            |
| 47 | Noise Singapore 2013        | Black Design Pte Ltd        | National Arts Council       | D18- Spatial_ Exhibition design       |
| 48 | The Space Program           | Foreign Policy Design Group | Unlisted Collection         | D19-Spatial_Installations             |
| 49 | Provisions                  | The Strangely Good          | Epic Distribution LLP       | D19-Spatial_Installations             |

### CRAFT FOR DESIGN

| No | Name of Entry                          | Name of Agency         | Name of Client                            | Category                    |
|----|--|------------------------|---|-----------------------------|
| 1  | Flight                                 | A Beautiful Design     | Underscore Magazine                       | D24 Illustration for design |
| 2  | Liquid Art                             | A Beautiful Design     | A Beautiful Design                        | D24 Illustration for design |
| 3  | Made of More - Pool                    | BBDO Singapore Pte Ltd | Asia Pacific Breweries Singapore / DIAGEO | D24 Illustration for design |
| 4  | MAKI-SAN 1ST ANNIVERSARY BASH-GARGAN   | Kinetic Singapore      | MAKI-SAN                                  | D24 Illustration for design |
| 5  | MAKI-SAN 1ST ANNIVERSARY BASH-FIGHTING | Kinetic Singapore      | MAKI-SAN                                  | D24 Illustration for design |
| 6  | MAKI-SAN 1ST ANNIVERSARY BASH-TSUNAMO  | Kinetic Singapore      | MAKI-SAN                                  | D24 Illustration for design |
| 7  | ANDY YANG                              | Kinetic Singapore      | ANDY YANG                                 | D24 Illustration for design |
| 8  | bLAh bLAh bLAh                         | Kinetic Singapore      | HOLYCRAP.SG                               | D24 Illustration for design |
| 9  | SENSITIVE                              | Lowe Singapore         | Unilever - Signal Sensitive Toothpaste    | D24 Illustration for design |
| 10 | Corner Office                          | Y&R Singapore          | Teerath & Co Pte Ltd                      | D24 Illustration for design |
| 11 | Made of More - Film Director           | BBDO Singapore Pte Ltd | Asia Pacific Breweries Singapore / DIAGEO | D24 Illustration for design |
| 12 | Memoirs of a minke whale               | BBDO Singapore Pte Ltd | Sea Shepherd Conservation Society         | D24 Illustration for design |
| 13 | Mentos National Day Proposal           | BBH Asia Pacific       | Perfetti Van Melle                        | D24 Illustration for design |
| 14 | The Sandwich Shop 10th Anniversary     | H55                    | The Sandwich Shop                         | D24 Illustration for design |
| 15 | Mentos National Day Proposal           | BBH Asia Pacific       | Perfetti Van Melle                        | D25 Typography for design   |
| 16 | MYTHS                                  | Lowe Singapore         | Unilever - CLEAR Anti-Hairfall Shampoo    | D25 Typography for design   |
| 17 | I'm Fine                               | Publicis Singapore     | Samaritans of Singapore                   | D25 Typography for design   |
| 18 | Life is great                          | Publicis Singapore     | Samaritans of Singapore                   | D25 Typography for design   |
| 19 | I feel fantastic                       | Publicis Singapore     | Samaritans of Singapore                   | D25 Typography for design   |
| 20 | Pidgin                                 | Somewhere Else         | PAMPLEMOUSE BISTRO + BAR PTE. LTD         | D25 Typography for design   |

|    |                              |                   |                      |   |
|----|------------------------------|-------------------|----------------------|---|
| 21 | Rubbish Famzine              | Kinetic Singapore | HOLYCRAP.SG          | D26 Photography for design                            |
| 22 | SPRMRKT                      | Visualmind        | SPRMRKT              | D26 Photography for design                            |
| 23 | Mentos National Day Proposal | BBH Asia Pacific  | Perfetti Van Melle   | D28 Writing for design                                |
| 24 | Black Disclaimer             | Y&R Singapore     | Teerath & Co Pte Ltd | D28 Writing for design                                |
| 25 | Mentos National Day Proposal | BBH Asia Pacific  | Perfetti Van Melle   | D29 Animation & Illustration for digital,moving image |

## DIGITAL

| No | Name of Entry                | Name of Agency                     | Name of Client                                     | Category                                   |
|----|------------------------------|------------------------------------|--|--|
| 1  | Neighbour Cooler             | DDB Group Singapore                | Courts Asia Limited                                | E1 Websites & Microsites                   |
| 2  | Forget Me Not                | Kinetic Singapore                  | Forgetmenot.sg                                     | E1 Websites & Microsites                   |
| 3  | NINE                         | Roots                              | Studio NINE  | E1 Websites & Microsites                   |
| 4  | Hawker Heroes                | BBDO / Ogilvy & Mather S'pore      | Singapore Telecommunication Limited                | E2 Digitally led intergrated campaign      |
| 5  | Google Open Spaces           | BBH Asia Pacific                   | Google   | E2 Digitally led intergrated campaign      |
| 6  | Mentos National Day Proposal | BBH Asia Pacific                   | Perfetti Van Melle                                 | E4 Viral advertising                       |
| 7  | Chupa Chups April Fools      | BBH Asia Pacific                   | Perfetti Van Melle                                 | E4 Viral advertising                       |
| 8  | Need 4G Speed                | Ogilvy & Mather Singapore          | Singapore Telecommunication Limited                | E4 Viral advertising                       |
| 9  | Scoops of Happiness          | DDB Group Singapore                | Unilever   | E4 Viral advertising                       |
| 10 | Chupa Chups April Fools      | BBH Asia Pacific                   | Perfetti Van Melle                                 | E6 Viral video                             |
| 11 | Mentos National Day Proposal | BBH Asia Pacific                   | Perfetti Van Melle                                 | E6 Viral video                             |
| 12 | The Negotiation              | Tequila/Singapore (TBWA)           | Heineken Asia Pacific Pte Ltd                      | E6 Viral video                             |
| 13 | MINI ROYALTY HAS ARRIVED     | Kinetic Singapore                  | MINI SINGAPORE                                     | E6 Viral video                             |
| 14 | Need 4G Speed                | Ogilvy & Mather Singapore          | SINGTEL  | E8 Community applications                  |
| 15 | Donate-A-Tone                | DDB Group Singapore                | StarHub Ltd  | E9 Other digital channels                  |
| 16 | Social Break                 | JWT Singapore                      | Nestle Singapore Pte Ltd                           | E9 Other digital channels                  |
| 17 | The Coca-Cola Remix Bottle'  | Ogilvy & Mather Singapore          | The Coca-Cola Company                              | E9 Other digital channels                  |
| 18 | Belvedere Mix                | Digital Arts Network S'pore (TBWA) | Moet Hennessy Diageo Singapore                     | E9 Other digital channels                  |
| 19 | Donate-A-Tone                | DDB Group Singapore                | StarHub Ltd  | E10-Mobile_Creative use of technology      |
| 20 | HappyTable                   | DDB Group Singapore                | McDonald's Singapore                               | E10-Mobile_Creative use of technology      |
| 22 | SELF                         | Lowe Singapore                     | Association of Women for Action & Research (AWARE) | E10-Mobile_Creative use of technology      |
| 23 | MySmartEye                   | DDB Group Singapore                | StarHub Ltd  | E10-Mobile_Creative use of technology      |
| 24 | MySmartEye                   | DDB Group Singapore                | StarHub Ltd  | E13-Mobile_use of multiple screens         |
| 25 | MySmartEye                   | DDB Group Singapore                | StarHub Ltd  | E16 Mobile applications                    |
| 26 | HappyTable                   | DDB Group Singapore                | McDonald's Singapore                               | E16 Mobile applications                    |
| 27 | ASOCIAL                      | Kinetic Singapore                  | SPRMRKT Pte Ltd                                    | E16 Mobile applications                    |
| 28 | SELF                         | Lowe Singapore                     | Association of Women for Action & Research (AWARE) | E16 Mobile applications                    |
| 29 | HappyTable                   | DDB Group Singapore                | McDonald's Singapore                               | E18 Games                                  |
| 30 | Donate-A-Tone                | DDB Group Singapore                | StarHub Ltd  | E19 Messaging campaigns                    |
| 31 | Text With A Twist            | DDB Group Singapore                | Health Promotion Board Singapore                   | E19 Messaging campaigns                    |
| 32 | Sea of Fire Jobot            | Y&R Singapore                      | Republic of Singapore Navy                         | E20 Best integrated campaign led by mobile |

## CRAFT DIGITAL

| No | Name of Entry                          | Name of Agency                      | Name of Client                           | Category                                |
|----|--|-------------------------------------|--|---|
| 1  | Forget Me Not                          | Kinetic Singapore                   | Forgetmenot.sg                           | E21 Best copywriting                    |
| 2  | The Coca-Cola Remix Bottle'            | Ogilvy & Mather Singapore           | The Coca-Cola Company                    | E22 Best use of music/sound design      |
| 3  | Halloween Horror Nights                | Yolk Singapore                      | Resorts World Singapore                  | E22 Best use of music/sound design      |
| 4  | Walls scoops of happiness              | Song Zu Singapore                   | Unilever                                 | E22 Best use of music/sound design      |
| 5  | Mentos National Day Proposal           | BBH Asia Pacific                    | Perfetti Van Melle                       | E23 Best use of animation               |
| 6  | Forget Me Not                          | Kinetic Singapore                   | Forgetmenot.sg                           | E24 Interface & navigation              |
| 7  | Monstermaki                            | Kinetic Singapore                   | Maki-San                                 | E25 Illustration & graphic design       |
| 8  | Forget Me Not                          | Kinetic Singapore                   | Forgetmenot.sg                           | E26 Photography                         |
| 9  | Scoops of Happiness                    | DDB Group Singapore                 | Unilever                                 | E27 Best use of video                   |
| 10 | StarHub Family Time - Mother's Day     | Freeflow Productions Pte Ltd        | StarHub TV                               | E27 Best use of video                   |
| 11 | STB Lyrical                            | Freeflow Productions Pte Ltd        | Singapore Tourism Board                  | E28 Best editing                        |
| 12 | Starhub Family Time Woo Family         | Freeflow Productions Pte Ltd        | Starhub TV                               | E28 Best editing                        |
| 13 | StarHub Family Time - Hari Raya        | Freeflow Productions Pte Ltd        | Starhub TV                               | E28 Best editing                        |
| 14 | STB Get Lost                           | Freeflow Productions Pte Ltd        | Singapore Tourism Board                  | E28 Best editing                        |
| 15 | It's Time To Roll                      | Grey Group Singapore                | Birla Tyres                              | E28 Best editing                        |
| 16 | StarHub Family Time - Mother's Day     | Freeflow Productions Pte Ltd        | StarHub TV                               | E29 Best direction                      |
| 17 | StarHub Family Time - Hari Raya        | Freeflow Productions Pte Ltd        | Starhub TV                               | E29 Best direction                      |
| 18 | StarHub Happy Everywhere               | Freeflow Productions Pte Ltd        | Starhub Mobile                           | E29 Best direction                      |
| 19 | It's Time To Roll                      | Grey Group Singapore                | Birla Tyres                              | E29 Best direction                      |
| 20 | Forget Me Not                          | Kinetic Singapore                   | Forgetmenot.sg                           | E30 Best art direction                  |
| 21 | It's Time To Roll                      | Grey Group Singapore                | Birla Tyres                              | E30 Best art direction                  |
| 22 | GIFFF                                  | Kinetic Singapore                   | Graphic Interchange Format Film Festival | E30 Best art direction                  |
| 23 | Starhub Family Time Woo Family         | Freeflow Productions Pte Ltd        | Starhub TV                               | E31 Best cinematography                 |
| 24 | Forget Me Not                          | Kinetic Singapore                   | Forgetmenot.sg                           | E31 Best cinematography                 |
| 25 | It's Time To Roll                      | Grey Group Singapore                | Birla Tyres                              | E31 Best cinematography                 |
| 26 | Mentos National Day Proposal           | BBH Asia Pacific                    | Perfetti Van Melle                       | E32 Best original score                 |
| 27 | Social Break                           | JWT Singapore                       | Nestle Singapore Pte Ltd                 | E34 Other interactive digital solutions |
| 28 | The Coca-Cola Remix Bottle'            | Ogilvy & Mather Singapore           | The Coca-Cola Company                    | E34 Other interactive digital solutions |
| 29 | Neurogolf                              | JWT Singapore                       | (HSBC Singapore)                         | E35 Games                               |
| 30 | ASOCIAL                                | Kinetic Singapore                   | SPRMRKT Pte Ltd                          | E37-Mobile_Visual design /aesthetic     |
| 31 | Citroen DS5 Mobile Site with Gyroscope | Interruptive Communications Pte Ltd | Cycle & Carriage France Pte Ltd          | E38-Mobile_User experience              |

## DIRECT

| No | Name of Entry    | Name of Agency                | Name of Client                                     | Category                      |
|----|------------------|-------------------------------|--|-------------------------------|
| 1  | Hawker Heroes    | BBDO / Ogilvy & Mather S'pore | Singapore Telecommunication Limited                | F1 Direct integrated campaign |
| 2  | MySmartEye       | DDB Group Singapore           | StarHub Ltd  | F2 Direct response /digital   |
| 3  | Lend An Eye      | Grey Group Singapore          | Eureka Call Centre System                          | F2 Direct response /digital   |
| 4  | SELF             | Lowe Singapore                | Association of Women for Action & Research (AWARE) | F2 Direct response /digital   |
| 5  | Donate-A-Tone    | DDB Group Singapore           | StarHub Ltd  | F2 Direct response /digital   |
| 6  | HappyTable       | DDB Group Singapore           | McDonald's Singapore                               | F2 Direct response /digital   |
| 7  | Neighbour Cooler | DDB Group Singapore           | Courts Asia Limited                                | F2 Direct response /digital   |
| 8  | The Pee Analyser | DDB Group Singapore           | Zouk Singapore                                     | F5 Direct response /ambient   |

### Promo & Activation

| No | Name of Entry                             | Name of Agency                | Name of Client                      | Category  |
|----|---|-------------------------------|-------------------------------------|---|
| 1  | Hawker Heroes                             | BBDO / Ogilvy & Mather S'pore | Singapore Telecommunication Limited | G1 Event & field marketing                                    |
| 2  | Cheers to Arthur Guinness                 | BBDO Singapore Pte Ltd        | Asia Pacific Breweries Singapore    | G1 Event & field marketing                                    |
| 3  | Nike Hypervenom                           | BBH Asia Pacific              | Nike                                | G1 Event & field marketing                                    |
| 4  | Absolut Canvas                            | The Govt Pte Ltd              | Pernod Ricard Singapore             | G1 Event & field marketing                                    |
| 5  | HappyTable                                | DDB Group Singapore           | McDonald's Singapore                | G2 Best use of merchandising & in-store marketing             |
| 6  | One Child's Toy Another Child's Pain      | Grey Group Singapore          | Metro Pte Ltd                       | G2 Best use of merchandising & in-store marketing             |
| 7  | Smell A Memory                            | JWT Singapore                 | Givaudan                            | G3 Best product launch or relaunch                            |
| 8  | Uu 3D Custom Figurines                    | Kinetic Singapore             | Kinetic Singapore                   | G3 Best product launch or relaunch                            |
| 9  | World's Smoothest Launch                  | BBDO Singapore Pte Ltd        | Asia Pacific Breweries Singapore    | G3 Best product launch or relaunch                            |
| 10 | MAKI-SAN 1ST ANNIVERSARY BASH             | Kinetic Singapore             | MAKI-SAN                            | G3 Best product launch or relaunch                            |
| 11 | Absolut Elyx Presents Craft of Perfection | The Govt Pte Ltd              | Pernod Ricard Singapore             | G3 Best product launch or relaunch                            |
| 12 | Neighbour Cooler                          | DDB Group Singapore           | Courts Asia Limited                 | G4 Best use of tv,radio, or digital in a promotional campaign |
| 13 | Hawker Heroes                             | BBDO / Ogilvy & Mather S'pore | Singapore Telecommunication Limited | G6 Best integrated campaign led by promo & activation         |
| 14 | Earth Hour "Sleep Naked"                  | Leo Burnett Group Singapore   | World Wildlife Foundation Singapore | G6 Best integrated campaign led by promo & activation         |

### TV & FILMIC

| No | Name of Entry  | Name of Agency               | Name of Client                         | Category                                  |
|----|--|------------------------------|--|---|
| 1  | STCars Anti-Drink Drive TVC                              | Goodfellas                   | ST 701                                 | H1 TV & cinema commercials_45 sec & under |
| 2  | SOLUTION   | Lowe Singapore               | Unilever - Breeze Washing Detergent    | H1 TV & cinema commercials_45 sec & under |
| 3  | AS NATURAL AS NATURE - ACUVUE                            | SIXTOES.TV                   | Acuvue / JJVC                          | H1 TV & cinema commercials_45 sec & under |
| 4  | Center Enable Living                                     | SIXTOES.TV                   | Centre Enable Living TBWA Singapore    | H1 TV & cinema commercials_45 sec & under |
| 5  | Monkeys  | Y&R Singapore                | Chevron International                  | H1 TV & cinema commercials_45 sec & under |
| 6  | 2013 Samsung Malaysia Hari Raya Festive Campaign         | Cheil Singapore              | Samsung Malaysia Electronics Sdn. Bhd. | H2 TV & cinema commercials_60 sec & over  |
| 7  | Take Your Time   | DDB Group Singapore          | StarHub Ltd                            | H2 TV & cinema commercials_60 sec & over  |
| 8  | Puppeteer  | The Local Pte Ltd            | MediaCorp Pte Ltd                      | H2 TV & cinema commercials_60 sec & over  |
| 9  | StarHub Happy Everywhere                                 | Freeflow Productions Pte Ltd | Starhub Mobile                         | H2 TV & cinema commercials_60 sec & over  |
| 10 | Mcdonald's Meet Share Love - "Aarshiya/ Samantha         | Freeflow Productions Pte Ltd | McDonald's Restaurant                  | H3 TV & cinema commercials campaign       |
| 11 | StarHub Happy Everywhere                                 | Freeflow Productions Pte Ltd | Starhub Mobile                         | H3 TV & cinema commercials campaign       |
| 12 | Lengths we go - Singapore Airlines Campaign 2013: FUJIAN | SIXTOES.TV                   | Singapore Airlines/ TBWA Singapore     | H3 TV & cinema commercials campaign       |
| 13 | Mcdonald's Meet Share Love - "Aarshiya 30s"              | Freeflow Productions Pte Ltd | McDonald's Restaurant                  | H4 Low budget TV & cinema commercial      |
| 14 | Singapore Heart Foundation Go Red For Women (30s)        | Freeflow Productions Pte Ltd | Singapore Heart Foundation             | H4 Low budget TV & cinema commercial      |
| 15 | SingTel Chinese New Year 2013: The Big Day Out           | BBDO Singapore Pte Ltd       | Singapore Telecommunications Ltd       | H4 Low budget TV & cinema commercial      |
| 16 | Wong Wai Fai   | DDB Group Singapore          | StarHub Ltd                            | H4 Low budget TV & cinema commercial      |
| 17 | STB Get Lost   | Freeflow Productions Pte Ltd | Singapore Tourism Board                | H4 Low budget TV & cinema commercial      |
| 18 | STCars Anti-Drink Drive TVC                              | Goodfellas                   | ST 701                                 | H4 Low budget TV & cinema commercial      |

### FILM ADVERTISING CRAFT

| No | Name of Entry                   | Name of Agency | Name of Client            | Category        |
|----|---------------------------------|----------------|---------------------------|-----------------|
| 1  | LET'S EXPLORE: JOBSDB.COM (60S) | SIXTOES.TV     | JobsDB.com/TBWA Singapore | H6 Best editing |



|    |  |                                    |                                      |                         |
|----|--|------------------------------------|--------------------------------------|-------------------------|
| 2  | Puppeteer  | The Local P/L/ Two Oceans Film Co. | MediaCorp Pte Ltd                    | H6 Best editing         |
| 3  | M1 "For Every One"                                       | Two Oceans Film Co./Iceberg Design | M1 Limited Singapore                 | H6 Best editing         |
| 4  | Monkeys  | Y&R Singapore                      | Chevron International Pte Ltd        | H6 Best editing         |
| 5  | Singapore Armed Forces. Army Ops Diary. SQ_Afghan        | Two Oceans Film Co./Iceberg Design | Singapore Armed Forces               | H6 Best editing         |
| 6  | McDonald's Meet Share Love - "Aarshiya"                  | Freeflow Productions Pte Ltd       | McDonald's Restaurant                | H7 Best direction       |
| 7  | Puppeteer  | The Local P/L/ Two Oceans Film Co. | MediaCorp Pte Ltd                    | H7 Best direction       |
| 8  | Starhub "Family Time"                                    | Two Oceans Film Company            | Starhub Mobile Pte Ltd               | H7 Best direction       |
| 9  | NS45 - "From Fathers To Sons"                            | Two Oceans Film Company            | Singapore Armed Forces               | H7 Best direction       |
| 10 | Starhub "Hannah"   | Two Oceans Film Company            | Starhub Mobile Pte Ltd               | H7 Best direction       |
| 11 | Monkeys  | Y&R Singapore                      | Chevron International Pte Ltd        | H7 Best direction       |
| 12 | AS NATURAL AS NATURE - ACUVUE                            | SIXTOES.TV                         | Acuvue / JJVC                        | H7 Best direction       |
| 13 | Lengths we go - Singapore Airlines Campaign 2013: FUJIAN | SIXTOES.TV                         | Singapore Airlines/ TBWA Singapore   | H7 Best direction       |
| 14 | Samurai Burger - Beef                                    | DDB Group Singapore                | McDonald's Singapore                 | H8 Best art direction   |
| 15 | AS NATURAL AS NATURE - ACUVUE                            | SIXTOES.TV                         | Acuvue / JJVC                        | H8 Best art direction   |
| 16 | Lengths we go - Singapore Airlines Campaign 2013: FUJIAN | SIXTOES.TV                         | Singapore Airlines/ TBWA Singapore   | H8 Best art direction   |
| 17 | AS NATURAL AS NATURE - ACUVUE                            | SIXTOES.TV                         | Acuvue / JJVC                        | H9 Best cinematography  |
| 18 | Lengths we go - Singapore Airlines Campaign 2013: FUJIAN | SIXTOES.TV                         | Singapore Airlines/ TBWA Singapore   | H9 Best cinematography  |
| 19 | Starhub "Hannah"   | Two Oceans Film Company            | Starhub Mobile Pte Ltd               | H9 Best cinematography  |
| 20 | IKEA "MAKING MAGIC"                                      | Fuse Adventures in Audio           | Leo Burnett                          | H10 Best sound design   |
| 21 | Singapore Tourism Board "Lyrical"                        | Yellow Box Studios Pte Ltd         | Singapore Tourism Board              | H10 Best sound design   |
| 22 | McAloo Tikki   | DDB Group Singapore                | McDonald's Singapore                 | H11 Best original score |
| 23 | Singapore Airlines The Lengths We Go                     | Song Zu Singapore                  | Singapore Airlines                   | H11 Best original score |
| 24 | Why?   | The Local P/L; The Gunnery Pte Ltd | Endeavours Documentary Film Festival | H11 Best original score |
| 25 | Singapore Tourism Board "Lyrical"                        | Yellow Box Studios Pte Ltd         | Singapore Tourism Board              | H11 Best original score |

### Integrated

| No | Name of Entry      | Name of Agency                | Name of Client                      | Category   |
|----|--------------------|-------------------------------|-------------------------------------|--|
| 1  | Google Open Spaces | BBH Asia Pacific              | Google                              | I1 Integrated multi-channel communication campaign |
| 2  | Hawker Heroes      | BBDO / Ogilvy & Mather S'pore | Singapore Telecommunication Limited | I2 Earned media campaign                           |
| 4  | Hawker Heroes      | BBDO / Ogilvy & Mather S'pore | Singapore Telecommunication Limited | I1 Integrated multi-channel communication campaign |

### Entertainment & Branded Content

| No | Name of Entry   | Name of Agency                | Name of Client                             | Category   |
|----|---|-------------------------------|--|--|
| 1  | Scoops of Happiness                                   | DDB Group Singapore           | Unilever                                   | J1 Best fictional program, series or film            |
| 2  | 2013 Samsung Mobile S'pore GALAXY Wonderland Campaign | Cheil Singapore               | Samsung Singapore Pte Ltd                  | J2 Best non-fiction program                          |
| 3  | The Passport  | Iris Worldwide (S)            | Asia Pacific Breweries (Singapore) Pte Ltd | J2 Best non-fiction program                          |
| 4  | Hawker Heroes   | BBDO / Ogilvy & Mather S'pore | Singapore Telecommunication Limited        | J4 Best use of brand sponsorship integration         |
| 5  | 2013 Samsung Mobile S'pore GALAXY Wonderland Campaign | Cheil Singapore               | Samsung Singapore Pte Ltd                  | J5 Best use or integration of user-generated content |

|   |                |                               |                                     |   |
|---|----------------|-------------------------------|-------------------------------------|---|
| 6 | Hawker Heroes  | BBDO / Ogilvy & Mather S'pore | Singapore Telecommunication Limited | J6 Best use or integration of experiential events |
| 7 | Hair Quartet   | JWT Singapore/JWT Manila      | Unilever Asia Pacific Pte Ltd       | J6 Best use or integration of experiential events |
| 8 | Absolut Canvas | The Govt Pte Ltd              | Pernod Ricard Singapore             | J6 Best use or integration of experiential events |