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## **Media Release**

October 9, 2019 Wednesday

For immediate release

### **Creative Circle Awards (GONG) 2019 announces finalists**

Creative Circle Awards (GONG) 2019 is still celebrating growth with new entrants to the awards. And once again, this year's entries were being judged by a stellar panel of Heads of Jury and their respective Jury members.

After 2 gruelling days of judging, around 200 finalists were unveiled.

The winners will be announced at the GONG Show 2019 on Friday, 8 November 2019 at NTU Centre for Contemporary Art Singapore.



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## **Finalists**

### **Film & Branded Content Gongs**

#### **01.1 Film (Broadcast &/or Cinema)**

##### **A New Perspective**

Entrant Agency/Company: Wunderman Thompson Singapore

##### **Hello Change**

Entrant Agency/Company: BLKJ

##### **Living Longer**

Entrant Agency/Company: TBWA\Singapore

##### **Ship**

Entrant Agency/Company: TBWA\Singapore

##### **Slap Off**

Entrant Agency/Company: Ogilvy Singapore

##### **The Day Before**

Entrant Agency/Company: The Lab

#### **01.2 Film (Online)**

##### **Condor Heroes Lose All Their Luggage**

Entrant Agency/Company: TBWA\Singapore

##### **My daughter**

Entrant Agency/Company: Blak Labs

##### **Neighbour Auntie**

Entrant Agency/Company: Blak Labs



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**Rise with the Tide - ME4 Ganasekar (Expert)**

Entrant Agency/Company: Wunderman Thompson Singapore

**Scoot Travel Spirit**

Entrant Agency/Company: BLKJ

**Sentosa - Make Time**

Entrant Agency/Company: BBH Singapore

**The Kid I Didn't Ask for**

Entrant Agency/Company: BLKJ

**The Translator**

Entrant Agency/Company: GOVT Singapore

**01.5 Best use of Influencers**

**NTUC Income - True Care**

Entrant Agency/Company: BBH Singapore

**Stop The Drama**

Entrant Agency/Company: TBWA\Singapore

**01.6 Best use of Cultural Insights in Film & Branded Content**

**#adulging**

Entrant Agency/Company: TBWA\Singapore

**Little efforts go a long way**

Entrant Agency/Company: Ogilvy Singapore

**01.8 Creative Effectiveness: Film & Branded Content**

**Hello Change**

Entrant Agency/Company: BLKJ



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## **01.9 Best use of Integrated Film & Branded Content-led campaign**

### **#adulting**

Entrant Agency/Company: TBWA\Singapore

## **01.10 Gong for Good: Film & Branded Content**

### **Neighbour Auntie**

Entrant Agency/Company: Blak Labs

### **Stop The Drama**

Entrant Agency/Company: TBWA\Singapore

## **Radio & Audio Gongs**

### **02.1 Best use of Radio**

#### **Auld Lang Syne**

Entrant Agency/Company: MullenLowe Singapore

#### **Happy Birthday**

Entrant Agency/Company: MullenLowe Singapore

#### **Wedding March**

Entrant Agency/Company: MullenLowe Singapore

### **02.3 Best use of Audio Technology**

#### **Auld Lang Syne**

Entrant Agency/Company: MullenLowe Singapore

#### **Happy Birthday**

Entrant Agency/Company: MullenLowe Singapore

#### **Wedding March**

Entrant Agency/Company: MullenLowe Singapore



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## **02.7 Best use of Integrated Radio & Audio-led campaign**

### **Polish Your Polish**

Entrant Agency/Company: Ogilvy Singapore

## **Print & Publishing Gongs**

### **03.1 Best use of Print**

#### **Lollipop**

Entrant Agency/Company: MullenLowe Singapore

#### **Popcorn**

Entrant Agency/Company: MullenLowe Singapore

## **Outdoor Gongs**

### **04.2 Best use of Posters**

#### **Bubblegum**

Entrant Agency/Company: MullenLowe Singapore

#### **Lollipop**

Entrant Agency/Company: MullenLowe Singapore

#### **Popcorn**

Entrant Agency/Company: MullenLowe Singapore

### **04.3 Best use of Digital Screens**

#### **A.I. Love**

Entrant Agency/Company: MullenLowe Singapore



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#### **04.4 Best use of Ambient**

##### **City of Possibilities**

Entrant Agency/Company: TBWA\Singapore

##### **MINI Extraordinary**

Entrant Agency/Company: Kinetic Singapore

##### **Recasting Singapore's Colonial History**

Entrant Agency/Company: Wunderman Thompson Singapore

#### **04.5 Best use of Interactive & Immersive Experiences**

##### **CIMB First - AR Smiling Posters**

Entrant Agency/Company: Fishermen Integrated

##### **City of Possibilities**

Entrant Agency/Company: TBWA\Singapore

#### **04.6 Best use of Live Outdoor Experiences**

##### **A.I. Love**

Entrant Agency/Company: MullenLowe Singapore

##### **Million Dollar Move**

Entrant Agency/Company: Ogilvy Singapore

##### **MINI Extraordinary**

Entrant Agency/Company: Kinetic Singapore

#### **04.8 Best use of Cultural Insights in Outdoor**

##### **Founding Father**

Entrant Agency/Company: Ogilvy Singapore

##### **Recasting Singapore's Colonial History**

Entrant Agency/Company: Wunderman Thompson Singapore



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#### **04.10 Best integrated Outdoor-led campaign**

##### **MINI Extraordinary**

Entrant Agency/Company: Kinetic Singapore

##### **The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

#### **04.11 Gong for Good: Outdoor**

##### **Generosity Bar**

Entrant Agency/Company: Ogilvy Singapore

##### **The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

#### **Design Gongs**

#### **05.1 Brand Identity Design**

##### **Alt. Pizza**

Entrant Agency/Company: Bravo

##### **And us**

Entrant Agency/Company: Kinetic Singapore

##### **Chin Sin Huan 振新园**

Entrant Agency/Company: Black Mongrels

##### **Design Pasar**

Entrant Agency/Company: Foreign Policy Design Group

##### **Dumpling Darlings**

Entrant Agency/Company: Foreign Policy Design Group



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**Gather Cowork**

Entrant Agency/Company: Kinetic Singapore

**Goodie Goods**

Entrant Agency/Company: Studio Ensemble

**NINETEEN80**

Entrant Agency/Company: Black Mongrels

**PURGE Pte Ltd**

Entrant Agency/Company: JAY-L

**Singaplural 2019: Unnatural Phenomena**

Entrant Agency/Company: Bravo

**Zero One Technology Festival 2018**

Entrant Agency/Company: Bravo

**05.2 Poster Design**

**PURGE Pte Ltd**

Entrant Agency/Company: JAY-L

**05.3 Printed Communication Design**

**MO Bar Vol. 1 Menu**

Entrant Agency/Company: ACRE Design Pte Ltd

**Makgadikgadi**

Entrant Agency/Company: Foreign Policy Design Group

**Rubbish Famzine N0.8 A Return to Forever 80s**

Entrant Agency/Company: Kinetic Singapore





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## **05.4 Motion Design**

### **TIME FOR CHANGE**

Entrant Agency/Company: BBH Singapore

## **05.5 Digital & Interactive Design**

### **City of Possibilities**

Entrant Agency/Company: TBWA\Singapore

### **InstaKitchen**

Entrant Agency/Company: GOODSTUPH PRIVATE LIMITED

### **GERMS10 Website**

Entrant Agency/Company: GERMS Digital Pte. Ltd.

## **05.6 Environment & Experience Design**

### **City of Possibilities**

Entrant Agency/Company: TBWA\Singapore

### **Jinjja Chicken Changi Airport T2**

Entrant Agency/Company: Bravo

### **Poh Heng: From Gran to Gram**

Entrant Agency/Company: Kinetic Singapore

### **The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

## **05.8 Product Design**

### **Generosity Bar**

Entrant Agency/Company: Ogilvy Singapore



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#### **05.14 Design Craft: Art Direction**

##### **MO Bar Vol. 1 Menu**

Entrant Agency/Company: ACRE Design Pte Ltd

##### **Rubbish Famzine N0.8 A Return to Forever 80s**

Entrant Agency/Company: Kinetic Singapore

##### **The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

#### **05.15 Design Craft: Copywriting**

##### **The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

#### **05.17 Design Craft: Illustration**

##### **Temasek Shophouse: Birds in the City**

Entrant Agency/Company: Kinetic Singapore

#### **Direct Gongs**

#### **06.1 Best use of Direct (Mailing Channels)**

##### **Waste Books**

Entrant Agency/Company: GOVT Singapore

#### **06.3 Best use of Direct (Print & Outdoor Channels)**

##### **McChinese Lessons**

Entrant Agency/Company: BLKJ



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## **06.4 Best use of Direct (Digital Channels)**

### **A.I. Love**

Entrant Agency/Company: MullenLowe Singapore

### **InstaKitchen**

Entrant Agency/Company: GOODSTUPH PRIVATE LIMITED

### **Only true fans get it**

Entrant Agency/Company: BBH Singapore

## **06.7 Best use of Cultural Insights in Direct**

### **McChinese Lessons**

Entrant Agency/Company: BLKJ

## **06.10 Gong for Good: Direct**

### **The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

## **Media Gongs**

## **07.1 Best use of Film, Radio & Audio Platforms**

### **Auld Lang Syne**

Entrant Agency/Company: MullenLowe Singapore

### **Happy Birthday**

Entrant Agency/Company: MullenLowe Singapore

### **Small screen. Big feeling.**

Entrant Agency/Company: BBH Singapore

### **Wedding March**

Entrant Agency/Company: MullenLowe Singapore



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### **07.3 Best use of Ambient, Events & Stunts**

#### **All Hail Patricks**

Entrant Agency/Company: Iris

#### **MINI Extraordinary**

Entrant Agency/Company: Kinetic Singapore

### **07.5 Best use of Social Platforms**

#### **InstaKitchen**

Entrant Agency/Company: GOODSTUPH PRIVATE LIMITED

#### **Martell NCF Curious Crew**

Entrant Agency/Company: UltraSuperNew

#### **Nike Battle Force Live**

Entrant Agency/Company: BBH Singapore

#### **Only true fans get it**

Entrant Agency/Company: BBH Singapore

#### **The Nike Women Instazine**

Entrant Agency/Company: BBH Singapore

### **07.8 Best use of Cultural Insights**

#### **#adulging**

Entrant Agency/Company: TBWA\Singapore

#### **Recasting Singapore's Colonial History**

Entrant Agency/Company: Wunderman Thompson Singapore

### **07.9 Creative Effectiveness: Media**

#### **#adulging**

Entrant Agency/Company: TBWA\Singapore



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## **07.10 Best Integrated Media-led Campaign**

### **#adulding**

Entrant Agency/Company: TBWA\Singapore

## **07.11 Gong for Good: Media**

### **The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

## **PR Gongs**

### **08.1 Best use of Non-Digital Platforms**

#### **McChinese Lessons**

Entrant Agency/Company: BLKJ

### **08.3 Social Community Building and Management**

#### **IKEA NEWSJACK**

Entrant Agency/Company: BBH Singapore

#### **Martell Curious Crew**

Entrant Agency/Company: UltraSuperNew

#### **Only true fans get it**

Entrant Agency/Company: BBH Singapore

### **08.4 Real-Time Response**

#### **IKEA NEWSJACK**

Entrant Agency/Company: BBH Singapore

### **08.6 Brand Voice & Strategic Storytelling**

#### **Founding Mothers**

Entrant Agency/Company: BLKJ



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**Hello Change**

Entrant Agency/Company: BLKJ

**08.7 Launch / Re-launch**

**First Visitors**

Entrant Agency/Company: Ogilvy Singapore

**Hello Change**

Entrant Agency/Company: BLKJ

**Martell NCF Curious Crew**

Entrant Agency/Company: UltraSuperNew

**McChinese Lessons**

Entrant Agency/Company: BLKJ

**Only true fans get it**

Entrant Agency/Company: BBH Singapore

**Recasting Singapore's Colonial History**

Entrant Agency/Company: Wunderman Thompson Singapore

**Sentosa - Make Time**

Entrant Agency/Company: BBH Singapore

**08.8 Best use of Celebrity, Influencers & Key Opinion Leaders**

**Action Seekers**

Entrant Agency/Company: TBWA\Singapore

**Netflix YOU Fan Event**

Entrant Agency/Company: BBH Singapore

**Stop The Drama**

Entrant Agency/Company: TBWA\Singapore

**08.10 Best use of Cultural Insights**

**Founding Mothers**

Entrant Agency/Company: BLKJ



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**Recasting Singapore's Colonial History**

Entrant Agency/Company: Wunderman Thompson Singapore

**08.11 Creative Effectiveness: PR**

**GOMO RAPOLOGY**

Entrant Agency/Company: GOODSTUPH

**08.13 Gong for Good: PR**

**Stop The Drama**

Entrant Agency/Company: TBWA\Singapore

**The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

**Brand Experience & Activation Gongs**

**09.2 Best use of Digital-led Brand Experience & Activation**

**A.I. Love**

Entrant Agency/Company: MullenLowe Singapore

**City of Possibilities**

Entrant Agency/Company: TBWA\Singapore

**The Nike Women Instazine**

Entrant Agency/Company: BBH Singapore

**09.3 Best use of Events & Live Experiences**

**All Hail Patricks**

Entrant Agency/Company: Iris

**City of Possibilities**

Entrant Agency/Company: TBWA\Singapore

**McChinese Lessons**

Entrant Agency/Company: BLKJ

**Million Dollar Move**

Entrant Agency/Company: Ogilvy Singapore



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**MINI Extraordinary**

Entrant Agency/Company: Kinetic Singapore

**Poh Heng: From Gran to Gram**

Entrant Agency/Company: Kinetic Singapore

**09.4 Best use of Sponsorships & Partnerships**

**McChinese Lessons**

Entrant Agency/Company: BLKJ

**Swing for Power**

Entrant Agency/Company: Ogilvy Singapore

**09.6 Best In-store/Retail experience**

**McChinese Lessons**

Entrant Agency/Company: BLKJ

**09.8 Innovation in Brand Experience & Activation**

**City of Possibilities**

Entrant Agency/Company: TBWA\Singapore

**09.9 Best use of Cultural Insights in Brand Experience & Activation**

**McChinese Lessons**

Entrant Agency/Company: BLKJ

**Stop The Drama**

Entrant Agency/Company: TBWA\Singapore

**09.11 Best Integrated Brand Experience & Activation-led Campaign**

**All Hail Patricks**

Entrant Agency/Company: Iris

**Luck is Everywhere**

Entrant Agency/Company: Ogilvy Singapore





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## **09.12 Gong for Good: Brand Experience & Activation**

### **Generosity Bar**

Entrant Agency/Company: Ogilvy Singapore

### **Project Outriders**

Entrant Agency/Company: Iris

### **Stop The Drama**

Entrant Agency/Company: TBWA\Singapore

## **Mobile & Digital Gongs**

### **10.1 Best use of Digital Platforms**

#### **A.I. Love**

Entrant Agency/Company: MullenLowe Singapore

#### **SPATULAH**

Entrant Agency/Company: GOODSTUPH

### **10.3 Best use of Social & Messaging Platforms**

#### **Mastercard Crib to Crib**

Entrant Agency/Company: McCann Worldgroup (Singapore) Pte. Ltd.

#### **Nike Battle Force Live**

Entrant Agency/Company: BBH Singapore

#### **Only true fans get it**

Entrant Agency/Company: BBH Singapore

### **10.6 Digitally Enhanced Physical Experiences**

#### **City of Possibilities**

Entrant Agency/Company: TBWA\Singapore

### **10.7 Innovation in Mobile &/Or Digital**

#### **City of Possibilities**

Entrant Agency/Company: TBWA\Singapore



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**SPATULAH**

Entrant Agency/Company: GOODSTUPH

**10.9 Creative Effectiveness: Mobile &/Or Digital**

**#adulding**

Entrant Agency/Company: TBWA\Singapore

**Mastercard Crib to Crib**

Entrant Agency/Company: McCann Worldgroup (Singapore) Pte. Ltd.

**SPATULAH**

Entrant Agency/Company: GOODSTUPH

**The Nike Women Instazine**

Entrant Agency/Company: BBH Singapore

**Craft Gongs**

**11.1 Film & Branded Content: Direction**

**Hands that Shaped the Nation**

Entrant Agency/Company: Freeflow Productions Pte Ltd

**Kinship - Hari Raya 2019**

Entrant Agency/Company: Freeflow Productions Pte Ltd

**Make Time For A Change**

Entrant Agency/Company: Freeflow Productions Pte Ltd

**The Translator**

Entrant Agency/Company: GOVT Singapore

**11.2 Film & Branded Content: Cinematography**

**Action Seekers**

Entrant Agency/Company: TBWA\Singapore

**Hands that Shaped the Nation**

Entrant Agency/Company: Freeflow Productions Pte Ltd



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**Living Longer**

Entrant Agency/Company: TBWA\Singapore

**Parc Komo Residences "Sound of Forest"**

Entrant Agency/Company: Rolla Pte Ltd

**Ship**

Entrant Agency/Company: TBWA\Singapore

**Sony □7Rlll and Michael Yamashita | Window to the soul | Eye AF**

Entrant Agency/Company: Directors Think Tank Singapore

**What is Time**

Entrant Agency/Company: SWEET (SPH)

**Wildlife**

Entrant Agency/Company: TBWA\Singapore

**11.3 Film & Branded Content: Editing**

**Be Unstoppable Tomorrow and Today**

Entrant Agency/Company: GOVT Singapore

**11.4 Film & Branded Content: Script**

**Condor Heroes Go Bungee Jumping**

Entrant Agency/Company: TBWA\Singapore

**Condor Heroes Lose All Their Luggage**

Entrant Agency/Company: TBWA\Singapore

**The Day Before**

Entrant Agency/Company: The Lab

**The Translator**

Entrant Agency/Company: GOVT Singapore



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### **11.5 Film & Branded Content: Casting**

#### **#HafandHaf**

Entrant Agency/Company: ADK Singapore

#### **Kinship - Hari Raya 2019**

Entrant Agency/Company: Freeflow Productions Pte Ltd

#### **The Translator**

Entrant Agency/Company: GOVT Singapore

### **11.6 Film & Branded Content: Art Direction (Including Production Design)**

#### **#HafandHaf**

Entrant Agency/Company: ADK Singapore

#### **Families First, Bankers Second**

Entrant Agency/Company: Freeflow Productions Pte Ltd

#### **Hands that Shaped the Nation**

Entrant Agency/Company: Freeflow Productions Pte Ltd

#### **Make Time For A Change**

Entrant Agency/Company: Freeflow Productions Pte Ltd

#### **One Pearl Bank**

Entrant Agency/Company: Smallshop Communications

### **11.7 Film & Branded Content: Visual Effects**

#### **NEA - Reducing Disposables**

Entrant Agency/Company: KRAFTW5RKZ Pte Ltd

#### **The Singapore Bicentennial - A New Perspective**

Entrant Agency/Company: Atypicalfilms Pte Ltd



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**Wildlife**

Entrant Agency/Company: TBWA\Singapore

**11.8 Film & Branded Content: Animation**

**First Visitors**

Entrant Agency/Company: Ogilvy Singapore

**NEA - Reducing Disposables**

Entrant Agency/Company: KRAFTW5RKZ Pte Ltd

**TIME FOR CHANGE**

Entrant Agency/Company: BBH Singapore

**11.9 Film & Branded Content: Use of Original Music**

**Changi Jewel**

Entrant Agency/Company: SongZu Singapore

**DBS Beyond 2025**

Entrant Agency/Company: SongZu Singapore

**Excuses**

Entrant Agency/Company: McCann Worldgroup (Singapore) Pte. Ltd.

**SCB Living Longer (Back To School)**

Entrant Agency/Company: SongZu Singapore

**SilkAir Dolls**

Entrant Agency/Company: SongZu Singapore

**11.11 Film & Branded Content: Use of Sound Design**

**Ship**

Entrant Agency/Company: TBWA\Singapore



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### **11.16 Radio & Audio: Use of Sound Design**

#### **Auld Lang Syne**

Entrant Agency/Company: MullenLowe Singapore

#### **Happy Birthday**

Entrant Agency/Company: MullenLowe Singapore

#### **Wedding March**

Entrant Agency/Company: MullenLowe Singapore

### **11.17 Physical Craft: Art Direction**

#### **MINI Extraordinary**

Entrant Agency/Company: Kinetic Singapore

#### **The [Not-So] Convenience Store**

Entrant Agency/Company: Kinetic Singapore

### **11.22 Digital Craft: Art Direction (Including Typography and Photography)**

#### **GERMS10 Website**

Entrant Agency/Company: GERMS Digital Pte. Ltd.

### **11.24 Digital Craft: Animation (Including Digital Illustration, Motion Graphics and Video & Moving Image)**

#### **Meet Max**

Entrant Agency/Company: TBWA\Singapore

### **11.25 Digital Craft: User Interface (Including User Experience and Journey Design)**

#### **City of Possibilities**

Entrant Agency/Company: TBWA\Singapore



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**NestBloom Digital and Interactive Design**

Entrant Agency/Company: Sunny Side Up Pte Ltd

**SPATULAH**

Entrant Agency/Company: GOODSTUPH

**11.27 Digital Craft: Digitally Enhanced Physical Experiences  
(Including AR, VR & Mixed Reality)**

**A.I. Love**

Entrant Agency/Company: MullenLowe Singapore

**City of Possibilities**

Entrant Agency/Company: TBWA\Singapore



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### **ABOUT 4As**

The Association of Accredited Advertising Agents Singapore, better known as the 4As, was founded in 1948 during the days of largely black and white media ads. The 4As is a non-profit association and is the voice for advertising, media and marketing communications (Admarcom) practitioners, agencies and related businesses in Singapore.

With advertising evolving dramatically and multi-dimensionally through advanced technology, 4As remains steadfast in its purpose to nurture growth, creative dynamism and fresh perspectives of the industry. In so doing, we strive to elevate its stature by providing a collective voice for the industry even as we nurture talent and creativity.

The association works closely with key industry stakeholders, such as trade associations, educational institutions and government bodies to fulfil these goals.

Over the years, 4As has introduced industry awards and annual programs and events to recognise outstanding talents in advertising, media and related fields, motivating those in the industry to achieve greater heights. Awards include the Singapore Creative Circle Awards (Gong Show), The Crowbar (students' creative awards) and the Singapore Media Awards (SMA).

### **Media Contact**

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