

CREATIVE CIRCLE AWARDS 2019 WINNERS LIST (BY AGENCY)

ACRE Design Pte Ltd							
1	05. Design Gongs	05.14 Design Craft: Art Direction	MO Bar Vol. 1 Menu	ACRE Design Pte Ltd	Mandarin Oriental, Singapore	Bronze	
2	05. Design Gongs	05.3 Printed Communication Design	MO Bar Vol. 1 Menu	ACRE Design Pte Ltd	Mandarin Oriental, Singapore	Bronze	
ADK Singapore							
1	11. Craft Gongs	11.5 Film & Branded Content: Casting	#HafandHaf	ADK Singapore	Ministry of Communications and Information	Bronze	
2	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	#HafandHaf	ADK Singapore	Ministry of Communications and Information	Finalist	
AtypicalFilms Pte Ltd							
1	11. Craft Gongs	11.7 Film & Branded Content: Visual Effects	The Singapore Bicentennial - A New Perspective	Atypicalfilms Pte Ltd	Singapore Bicentennial Office	Finalist	
BBH Singapore							
1	01. Film & Branded Content Gongs	01.2 Film (Online)	Sentosa - Make Time	BBH Singapore	Sentosa Development Corporation	Bronze	
2	01. Film & Branded Content Gongs	01.5 Best use of Influencers	NTUC Income - True Care	BBH Singapore	NTUC Income	Finalist	
3	05. Design Gongs	05.4 Motion Design	TIME FOR CHANGE	BBH Singapore	IKEA	Finalist	
4	06. Direct Gongs	06.4 Best use of Direct (Digital Channels)	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Gold	
5	07. Media Gongs	07.1 Best use of Film, Radio & Audio Platforms	Small screen. Big feeling.	BBH Singapore	Singapore Telecommunications Limited	Finalist	
6	07. Media Gongs	07.5 Best use of Social Platforms	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Gold	
7	07. Media Gongs	07.5 Best use of Social Platforms	Nike Battle Force Live	BBH Singapore	Nike	Bronze	
8	07. Media Gongs	07.5 Best use of Social Platforms	The Nike Women Instazine	BBH Singapore	Nike	Bronze	
9	08. PR Gongs	08.3 Social Community Building and Management	IKEA NEWSJACK	BBH Singapore	IKEA	Finalist	
10	08. PR Gongs	08.3 Social Community Building and Management	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Bronze	
11	08. PR Gongs	08.4 Real-Time Response	IKEA NEWSJACK	BBH Singapore	IKEA	Silver	
12	08. PR Gongs	08.7 Launch / Re-launch	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Silver	
13	08. PR Gongs	08.7 Launch / Re-launch	Sentosa - Make Time	BBH Singapore	Sentosa Development Corporation	Finalist	
14	08. PR Gongs	08.8 Best use of Celebrity, Influencers & Key Opinion Leaders	Netflix YOU Fan Event	BBH Singapore	Netflix	Finalist	
15	09. Brand Experience & Activation Gongs	09.2 Best use of Digital-led Brand Experience & Activation	The Nike Women Instazine	BBH Singapore	Nike	Finalist	
16	10. Mobile & Digital Gongs	10.3 Best use of Social & Messaging Platforms	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Gold	
17	10. Mobile & Digital Gongs	10.3 Best use of Social & Messaging Platforms	Nike Battle Force Live	BBH Singapore	Nike	Silver	
18	10. Mobile & Digital Gongs	10.9 Creative Effectiveness: Mobile &/Or Digital	The Nike Women Instazine	BBH Singapore	Nike	Bronze	
19	11. Craft Gongs	11.8 Film & Branded Content: Animation	TIME FOR CHANGE	BBH Singapore	IKEA	Bronze	
Black Mongrels							
1	05. Design Gongs	05.1 Brand Identity Design	Chin Sin Huan 振新園	Black Mongrels	Chin Sin Huan	Finalist	
2	05. Design Gongs	05.1 Brand Identity Design	NINETEEN80	Black Mongrels	A Phat Cat Collective Pte Ltd (APC)	Bronze	
Blak Labs							
1	01. Film & Branded Content Gongs	01.10 Gong for Good: Film & Branded Content	Neighbour Auntie	Blak Labs	Monfort Care - Big love	Bronze	
2	01. Film & Branded Content Gongs	01.2 Film (Online)	My daughter	Blak Labs	Singapore National Eye Centre	Bronze	
3	01. Film & Branded Content Gongs	01.2 Film (Online)	Neighbour Auntie	Blak Labs	Monfort Care - Big love	Bronze	
BLKJ							
1	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	Hello Change	BLKJ	StarHub	Bronze	
2	01. Film & Branded Content Gongs	01.2 Film (Online)	Scoot Travel Spirit	BLKJ	Scoot Tigerair Pte Ltd	Bronze	
3	01. Film & Branded Content Gongs	01.2 Film (Online)	The Kid I Didn't Ask for	BLKJ	GREAT EASTERN	Finalist	
4	01. Film & Branded Content Gongs	01.8 Creative Effectiveness: Film & Branded Content	Hello Change	BLKJ	StarHub	Finalist	
5	06. Direct Gongs	06.3 Best use of Direct (Print & Outdoor Channels)	McChinese Lessons	BLKJ	The Learning Lab	Gold	
6	06. Direct Gongs	06.7 Best use of Cultural Insights in Direct	McChinese Lessons	BLKJ	The Learning Lab	Gold	Best of Category
7	08. PR Gongs	08.1 Best use of Non-Digital Platforms	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
8	08. PR Gongs	08.10 Best use of Cultural Insights	Founding Mothers	BLKJ	StarHub	Finalist	
9	08. PR Gongs	08.6 Brand Voice & Strategic Storytelling	Founding Mothers	BLKJ	StarHub	Bronze	
10	08. PR Gongs	08.6 Brand Voice & Strategic Storytelling	Hello Change	BLKJ	StarHub	Finalist	
11	08. PR Gongs	08.7 Launch / Re-launch	Hello Change	BLKJ	StarHub	Bronze	
12	08. PR Gongs	08.7 Launch / Re-launch	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
13	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
14	09. Brand Experience & Activation Gongs	09.4 Best use of Sponsorships & Partnerships	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
15	09. Brand Experience & Activation Gongs	09.6 Best In-store/Retail experience	McChinese Lessons	BLKJ	The Learning Lab	Finalist	
16	09. Brand Experience & Activation Gongs	09.9 Best use of Cultural Insights in Brand Experience & Activation	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
Bravo							
1	05. Design Gongs	05.1 Brand Identity Design	Alt. Pizza	Bravo	Alt. Pizza Pte Ltd	Finalist	
2	05. Design Gongs	05.1 Brand Identity Design	Singaplural 2019: Unnatural Phenomena	Bravo	Singapore Furniture Industries Council	Finalist	
3	05. Design Gongs	05.1 Brand Identity Design	Zero One Technology Festival 2018	Bravo	Zero One Technology Co. Ltd	Finalist	
4	05. Design Gongs	05.6 Environment & Experience Design	Jinjja Chicken Changi Airport T2	Bravo	Jinjja Holdings Pte Ltd	Finalist	
Directors Think Tank Singapore							
1	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Sony a7RIII and Michael Yamashita Window to the soul Eye AF	Directors Think Tank Singapore	Sony South East Asia	Finalist	
Fishermen Integrated							
1	04. Outdoor Gongs	04.5 Best use of Interactive & Immersive Experiences	CIMB First - AR Smiling Posters	Fishermen Integrated	CIMB Bank Singapore	Finalist	
Foreign Policy Design Group							
1	05. Design Gongs	05.1 Brand Identity Design	Design Pasar	Foreign Policy Design Group	Foreign Policy Design Group	Bronze	
2	05. Design Gongs	05.1 Brand Identity Design	Dumpling Darlings	Foreign Policy Design Group	The Better Craft	Bronze	
3	05. Design Gongs	05.3 Printed Communication Design	Makgadikgadi	Foreign Policy Design Group	Alwyn Chong	Finalist	
Freeflow Productions Pte Ltd							
1	11. Craft Gongs	11.1 Film & Branded Content: Direction	Hands that Shaped the Nation	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Finalist	
2	11. Craft Gongs	11.1 Film & Branded Content: Direction	Kinship - Hari Raya 2019	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Bronze	
3	11. Craft Gongs	11.1 Film & Branded Content: Direction	Make Time For A Change	Freeflow Productions Pte Ltd	BBH Singapore Singapore	Bronze	
4	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Hands that Shaped the Nation	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Finalist	
5	11. Craft Gongs	11.5 Film & Branded Content: Casting	Kinship - Hari Raya 2019	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Bronze	
6	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	Families First, Bankers Second	Freeflow Productions Pte Ltd	TSLA Industries Pte Ltd	Finalist	
7	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	Hands that Shaped the Nation	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Bronze	
8	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	Make Time For A Change	Freeflow Productions Pte Ltd	BBH Singapore Singapore	Bronze	
GERMS Digital Pte. Ltd.							
1	05. Design Gongs	05.5 Digital & Interactive Design	GERMS10 Website	GERMS Digital Pte. Ltd.	GERMS Digital Pte. Ltd.	Finalist	
2	11. Craft Gongs	11.22 Digital Craft: Art Direction (Including Typography and Photography)	GERMS10 Website	GERMS Digital Pte. Ltd.	GERMS Digital Pte. Ltd.	Finalist	
GOODSTUPH							
1	08. PR Gongs	08.11 Creative Effectiveness: PR	GOMO RAPOLOGY	GOODSTUPH	Singtel Mobile Singapore Pte Ltd	Bronze	
2	10. Mobile & Digital Gongs	10.1 Best use of Digital Platforms	SPATULAH	GOODSTUPH	GOODSTUPH	Bronze	
3	10. Mobile & Digital Gongs	10.7 Innovation in Mobile &/Or Digital	SPATULAH	GOODSTUPH	GOODSTUPH	Bronze	
4	10. Mobile & Digital Gongs	10.9 Creative Effectiveness: Mobile &/Or Digital	SPATULAH	GOODSTUPH	GOODSTUPH	Finalist	
5	11. Craft Gongs	11.25 Digital Craft: User Interface (Including User Experience and Journey Design)	SPATULAH	GOODSTUPH	GOODSTUPH	Finalist	
6	05. Design Gongs	05.5 Digital & Interactive Design	InstaKitchen	GOODSTUPH PRIVATE LIMITED	BSH Home Appliances Pte Ltd	Bronze	

7	06. Direct Gongs	06.4 Best use of Direct (Digital Channels)	InstaKitchen	GOODSTUPH PRIVATE LIMITED	BSH Home Appliances Pte Ltd	Bronze	
8	07. Media Gongs	07.5 Best use of Social Platforms	InstaKitchen	GOODSTUPH PRIVATE LIMITED	BSH Home Appliances Pte Ltd	Silver	
GOVT Singapore							
1	01. Film & Branded Content Gongs	01.2 Film (Online)	The Translator	GOVT Singapore	Julie's	Gold	Best of Category
2	06. Direct Gongs	06.1 Best use of Direct (Mailing Channels)	Waste Books	GOVT Singapore	GOVT Singapore	Finalist	
3	11. Craft Gongs	11.1 Film & Branded Content: Direction	The Translator	GOVT Singapore	Julie's	Silver	
4	11. Craft Gongs	11.3 Film & Branded Content: Editing	Be Unstoppable Tomorrow and Today	GOVT Singapore	OCBC Bank Singapore	Bronze	
5	11. Craft Gongs	11.4 Film & Branded Content: Script	The Translator	GOVT Singapore	Julie's	Silver	
6	11. Craft Gongs	11.5 Film & Branded Content: Casting	The Translator	GOVT Singapore	Julie's	Silver	
Iris							
1	07. Media Gongs	07.3 Best use of Ambient, Events & Stunts	All Hail Patricks	Iris	Asia Pacific Breweries Singapore	Bronze	
2	09. Brand Experience & Activation Gongs	09.11 Best Integrated Brand Experience & Activation-led Campaign	All Hail Patricks	Iris	Asia Pacific Breweries Singapore	Bronze	
3	09. Brand Experience & Activation Gongs	09.12 Gong for Good: Brand Experience & Activation	Project Outriders	Iris	Shell Pakistan Ltd	Silver	
4	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	All Hail Patricks	Iris	Asia Pacific Breweries Singapore	Bronze	
JAY-L							
1	05. Design Gongs	05.1 Brand Identity Design	PURGE Pte Ltd	JAY-L	PURGE Pte Ltd	Bronze	
2	05. Design Gongs	05.2 Poster design	PURGE Pte Ltd	JAY-L	PURGE Pte Ltd	Finalist	
Kinetic Singapore							
1	04. Outdoor Gongs	04.10 Best integrated Outdoor-led campaign	MINI Extraordinary	Kinetic Singapore	BMW Asia	Bronze	
2	04. Outdoor Gongs	04.10 Best integrated Outdoor-led campaign	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Gold	
3	04. Outdoor Gongs	04.11 Gong for Good: Outdoor	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Gold	
4	04. Outdoor Gongs	04.4 Best use of Ambient	MINI Extraordinary	Kinetic Singapore	BMW Asia	Bronze	
5	04. Outdoor Gongs	04.6 Best use of Live Outdoor Experiences	MINI Extraordinary	Kinetic Singapore	BMW Asia	Silver	
6	05. Design Gongs	05.1 Brand Identity Design	And us	Kinetic Singapore	And us	Silver	
7	05. Design Gongs	05.1 Brand Identity Design	Gather Cowork	Kinetic Singapore	Cathay Hospitality	Finalist	
8	05. Design Gongs	05.14 Design Craft: Art Direction	Rubbish Famzine N0.8 A Return to Forever 80s	Kinetic Singapore	Holycrap.sg	Silver	
9	05. Design Gongs	05.14 Design Craft: Art Direction	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Finalist	
10	05. Design Gongs	05.15 Design Craft: Copywriting	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Finalist	
11	05. Design Gongs	05.17 Design Craft: Illustration	Temasek Shophouse: Birds in the City	Kinetic Singapore	Temasek Shophouse	Bronze	
12	05. Design Gongs	05.3 Printed Communication Design	Rubbish Famzine N0.8 A Return to Forever 80s	Kinetic Singapore	Holycrap.sg	Bronze	
13	05. Design Gongs	05.6 Environment & Experience Design	Poh Heng: From Gran to Gram	Kinetic Singapore	Poh Heng Jewellery	Finalist	
14	05. Design Gongs	05.6 Environment & Experience Design	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Bronze	
15	06. Direct Gongs	06.10 Gong for Good: Direct	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Silver	
16	07. Media Gongs	07.11 Gong for Good: Media	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Gold	
17	07. Media Gongs	07.3 Best use of Ambient, Events & Stunts	MINI Extraordinary	Kinetic Singapore	BMW Asia	Bronze	
18	08. PR Gongs	08.13 Gong for Good: PR	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Silver	
19	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	MINI Extraordinary	Kinetic Singapore	BMW Asia	Finalist	
20	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	Poh Heng: From Gran to Gram	Kinetic Singapore	Poh Heng Jewellery	Finalist	
21	11. Craft Gongs	11.17 Physical Craft: Art Direction	MINI Extraordinary	Kinetic Singapore	BMW Asia	Finalist	
22	11. Craft Gongs	11.17 Physical Craft: Art Direction	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Finalist	
KRAFTW5RKZ Pte Ltd							
1	11. Craft Gongs	11.7 Film & Branded Content: Visual Effects	NEA - Reducing Disposables	KRAFTW5RKZ Pte Ltd	Tribal Singapore Pte Ltd	Finalist	
2	11. Craft Gongs	11.8 Film & Branded Content: Animation	NEA - Reducing Disposables	KRAFTW5RKZ Pte Ltd	Tribal Singapore Pte Ltd	Finalist	
McCann Worldgroup (Singapore) Pte. Ltd.							
1	10. Mobile & Digital Gongs	10.3 Best use of Social & Messaging Platforms	Mastercard Crib to Crib	McCann Worldgroup (Singapore) Pte. Ltd.	Mastercard Asia/Pacific Pte. Ltd.	Finalist	
2	10. Mobile & Digital Gongs	10.9 Creative Effectiveness: Mobile &/Or Digital	Mastercard Crib to Crib	McCann Worldgroup (Singapore) Pte. Ltd.	Mastercard Asia/Pacific Pte. Ltd.	Finalist	
3	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	Excuses	McCann Worldgroup (Singapore) Pte. Ltd.	Mastercard Asia/Pacific Pte. Ltd.	Finalist	
MullenLowe Singapore							
1	02. Radio & Audio Gongs	02.1 Best use of Radio	Auld Lang Syne	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Bronze	
2	02. Radio & Audio Gongs	02.1 Best use of Radio	Happy Birthday	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Bronze	
3	02. Radio & Audio Gongs	02.1 Best use of Radio	Wedding March	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Bronze	
4	02. Radio & Audio Gongs	02.3 Best use of Audio Technology	Auld Lang Syne	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
5	02. Radio & Audio Gongs	02.3 Best use of Audio Technology	Happy Birthday	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
6	02. Radio & Audio Gongs	02.3 Best use of Audio Technology	Wedding March	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
7	03. Print & Publishing Gongs	03.1 Best use of Print	Lollipop	MullenLowe Singapore	Unilever (Pepsodent)	Finalist	
8	03. Print & Publishing Gongs	03.1 Best use of Print	Popcorn	MullenLowe Singapore	Unilever (Pepsodent)	Bronze	
9	04. Outdoor Gongs	04.2 Best use of Posters	Bubblegum	MullenLowe Singapore	Unilever (Pepsodent)	Silver	
10	04. Outdoor Gongs	04.2 Best use of Posters	Lollipop	MullenLowe Singapore	Unilever (Pepsodent)	Silver	
11	04. Outdoor Gongs	04.2 Best use of Posters	Popcorn	MullenLowe Singapore	Unilever (Pepsodent)	Silver	
12	04. Outdoor Gongs	04.3 Best use of Digital Screens	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Finalist	
13	04. Outdoor Gongs	04.6 Best use of Live Outdoor Experiences	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Silver	
14	06. Direct Gongs	06.4 Best use of Direct (Digital Channels)	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Gold	
15	07. Media Gongs	07.1 Best use of Film, Radio & Audio Platforms	Auld Lang Syne	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
16	07. Media Gongs	07.1 Best use of Film, Radio & Audio Platforms	Happy Birthday	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
17	07. Media Gongs	07.1 Best use of Film, Radio & Audio Platforms	Wedding March	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
18	09. Brand Experience & Activation Gongs	09.2 Best use of Digital-led Brand Experience & Activation	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Finalist	
19	10. Mobile & Digital Gongs	10.1 Best use of Digital Platforms	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Bronze	
20	11. Craft Gongs	11.16 Radio & Audio: Use of Sound Design	Auld Lang Syne	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
21	11. Craft Gongs	11.16 Radio & Audio: Use of Sound Design	Happy Birthday	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
22	11. Craft Gongs	11.16 Radio & Audio: Use of Sound Design	Wedding March	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
23	11. Craft Gongs	11.27 Digital Craft: Digitally Enhanced Physical Experiences (Including AR, VR & Mixed Reality)	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Silver	
Ogilvy Singapore							
1	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	Slap Off	Ogilvy Singapore	Unilever Ponds Men	Bronze	
2	01. Film & Branded Content Gongs	01.6 Best use of Cultural Insights in Film & Branded Content	Little efforts go a long way	Ogilvy Singapore	MCCY	Finalist	
3	02. Radio & Audio Gongs	02.7 Best use of integrated Radio & Audio-led campaign	Polish Your Polish	Ogilvy Singapore	Changi Airport Group & LOT Polish Airlines	Bronze	
4	04. Outdoor Gongs	04.11 Gong for Good: Outdoor	Generosity Bar	Ogilvy Singapore	Mondelez Asia Pacific Pte Ltd	Bronze	
5	04. Outdoor Gongs	04.6 Best use of Live Outdoor Experiences	Million Dollar Move	Ogilvy Singapore	Changi Airport Group	Finalist	
6	04. Outdoor Gongs	04.8 Best use of Cultural Insights in Outdoor	Founding Father	Ogilvy Singapore	KFC	Bronze	
7	05. Design Gongs	05.8 Product Design	Generosity Bar	Ogilvy Singapore	Mondelez Asia Pacific Pte Ltd	Silver	
8	08. PR Gongs	08.7 Launch / Re-launch	First Visitors	Ogilvy Singapore	Jewel Changi Airport	Finalist	
9	09. Brand Experience & Activation Gongs	09.11 Best Integrated Brand Experience & Activation-led Campaign	Luck is Everywhere	Ogilvy Singapore	Changi Airport Group	Finalist	
10	09. Brand Experience & Activation Gongs	09.12 Gong for Good: Brand Experience & Activation	Generosity Bar	Ogilvy Singapore	Mondelez Asia Pacific Pte Ltd	Finalist	
11	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	Million Dollar Move	Ogilvy Singapore	Changi Airport Group	Bronze	
12	09. Brand Experience & Activation Gongs	09.4 Best use of Sponsorships & Partnerships	Swing for Power	Ogilvy Singapore	HSBC Bank Singapore	Finalist	
13	11. Craft Gongs	11.8 Film & Branded Content: Animation	First Visitors	Ogilvy Singapore	Jewel Changi Airport	Bronze	
Rolla Pte Ltd							
1	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Parc Komo Residences "Sound of Forest"	Rolla Pte Ltd	CEL DEVELOPMENT	Silver	

Smallshop Communications							
1	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	One Pearl Bank	Smallshop Communications	Capitaland	Finalist	
SongZu Singapore							
1	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	Changi Jewel	SongZu Singapore	Jewel Changi Airport Devt Pte. Ltd.	Finalist	
2	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	DBS Beyond 2025	SongZu Singapore	DBS Bank Ltd Co.	Silver	
3	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	SCB Living Longer (Back To School)	SongZu Singapore	Standard Chartered Bank	Silver	
4	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	SilkAir Dolls	SongZu Singapore	Singapore Airlines	Finalist	
Studio Ensemble							
1	05. Design Gongs	05.1 Brand Identity Design	Goodie Goods	Studio Ensemble	多良日常股份有限公司 GOODIE GOODS CO., Ltd.	Bronze	
Sunny Side Up Pte Ltd							
1	11. Craft Gongs	11.25 Digital Craft: User Interface (Including User Experience and Journey Design)	NestBloom Digital and Interactive Design	Sunny Side Up Pte Ltd	Yan Yuan Pte Ltd	Bronze	
SWEET (SPH)							
1	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	What is Time	SWEET (SPH)	Orchard Turn Developments Pte Ltd	Finalist	
TBWA\Singapore							
1	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	Living Longer	TBWA\Singapore	Standard Chartered	Finalist	
2	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	Ship	TBWA\Singapore	Standard Chartered	Finalist	
3	01. Film & Branded Content Gongs	01.10 Gong for Good: Film & Branded Content	Stop The Drama	TBWA\Singapore	Manulife Insurance	Bronze	
4	01. Film & Branded Content Gongs	01.2 Film (Online)	Condor Heroes Lose All Their Luggage	TBWA\Singapore	Singapore Tourism Board	Bronze	
5	01. Film & Branded Content Gongs	01.5 Best use of Influencers	Stop The Drama	TBWA\Singapore	Manulife Singapore	Finalist	
6	01. Film & Branded Content Gongs	01.6 Best use of Cultural Insights in Film & Branded Content	#adulting	TBWA\Singapore	Manulife Singapore	Finalist	
7	01. Film & Branded Content Gongs	01.9 Best use of Integrated Film & Branded Content-led campaign	#adulting	TBWA\Singapore	Manulife Singapore	Bronze	
8	04. Outdoor Gongs	04.4 Best use of Ambient	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Finalist	
9	04. Outdoor Gongs	04.5 Best use of Interactive & Immersive Experiences	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Silver	
10	05. Design Gongs	05.5 Digital & Interactive Design	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
11	05. Design Gongs	05.6 Environment & Experience Design	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
12	07. Media Gongs	07.10 Best Integrated Media-led Campaign	#adulting	TBWA\Singapore	Manulife Singapore	Bronze	
13	07. Media Gongs	07.8 Best use of Cultural Insights	#adulting	TBWA\Singapore	Manulife Singapore	Gold	
14	07. Media Gongs	07.9 Creative Effectiveness: Media	#adulting	TBWA\Singapore	Manulife Singapore	Silver	
15	08. PR Gongs	08.13 Gong for Good: PR	Stop The Drama	TBWA\Singapore	Manulife Singapore	Bronze	
16	08. PR Gongs	08.8 Best use of Celebrity, Influencers & Key Opinion Leaders	Action Seekers	TBWA\Singapore	Singapore Tourism Board	Finalist	
17	08. PR Gongs	08.8 Best use of Celebrity, Influencers & Key Opinion Leaders	Stop The Drama	TBWA\Singapore	Manulife Insurance	Bronze	
18	09. Brand Experience & Activation Gongs	09.12 Gong for Good: Brand Experience & Activation	Stop The Drama	TBWA\Singapore	Manulife Singapore	Finalist	
19	09. Brand Experience & Activation Gongs	09.2 Best use of Digital-led Brand Experience & Activation	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
20	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
21	09. Brand Experience & Activation Gongs	09.8 Innovation in Brand Experience & Activation	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Finalist	
22	09. Brand Experience & Activation Gongs	09.9 Best use of Cultural Insights in Brand Experience & Activation	Stop The Drama	TBWA\Singapore	Manulife Singapore	Finalist	
23	10. Mobile & Digital Gongs	10.6 Digitally Enhanced Physical Experiences	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Silver	
24	10. Mobile & Digital Gongs	10.7 Innovation in Mobile &/Or Digital	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
25	10. Mobile & Digital Gongs	10.9 Creative Effectiveness: Mobile &/Or Digital	#adulting	TBWA\Singapore	Manulife Singapore	Finalist	
26	11. Craft Gongs	11.11 Film & Branded Content: Use of Sound Design	Ship	TBWA\Singapore	Standard Chartered	Bronze	
27	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Action Seekers	TBWA\Singapore	Singapore Tourism Board	Finalist	
28	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Living Longer	TBWA\Singapore	Standard Chartered	Bronze	
29	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Ship	TBWA\Singapore	Standard Chartered	Gold	
30	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Wildlife	TBWA\Singapore	Standard Chartered	Silver	
31	11. Craft Gongs	11.24 Digital Craft: Animation (Including Digital Illustration, Motion Graphics and Video & Moving Image)	Meet Max	TBWA\Singapore	Standard Chartered Bank (Singapore) Limited	Finalist	
32	11. Craft Gongs	11.25 Digital Craft: User Interface (Including User Experience and Journey Design)	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Silver	
33	11. Craft Gongs	11.27 Digital Craft: Digitally Enhanced Physical Experiences (Including AR, VR & Mixed Reality)	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Silver	
34	11. Craft Gongs	11.4 Film & Branded Content: Script	Condor Heroes Go Bungee Jumping	TBWA\Singapore	Singapore Tourism Board	Finalist	
35	11. Craft Gongs	11.4 Film & Branded Content: Script	Condor Heroes Lose All Their Luggage	TBWA\Singapore	Singapore Tourism Board	Finalist	
36	11. Craft Gongs	11.7 Film & Branded Content: Visual Effects	Wildlife	TBWA\Singapore	Standard Chartered	Silver	
The Lab							
1	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	The Day Before	The Lab	Asia Pacific Breweries Singapore Pte Ltd	Finalist	
2	11. Craft Gongs	11.4 Film & Branded Content: Script	The Day Before	The Lab	Asia Pacific Breweries Singapore Pte Ltd	Bronze	
UltraSuperNew							
1	07. Media Gongs	07.5 Best use of Social Platforms	Martell NCF Curious Crew	UltraSuperNew	Pernod Ricard Singapore	Finalist	
2	08. PR Gongs	08.3 Social Community Building and Management	Martell Curious Crew	UltraSuperNew	Pernod Ricard Singapore	Finalist	
3	08. PR Gongs	08.7 Launch / Re-launch	Martell NCF Curious Crew	UltraSuperNew	Pernod Ricard Singapore	Finalist	
Wunderman Thompson Singapore							
1	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	A New Perspective	Wunderman Thompson Singapore	Singapore Bicentennial Office	Finalist	
2	01. Film & Branded Content Gongs	01.2 Film (Online)	Rise with the Tide - ME4 Ganasekar (Expert)	Wunderman Thompson Singapore	Republic of Singapore Navy	Finalist	
3	04. Outdoor Gongs	04.4 Best use of Ambient	Recasting Singapore's Colonial History	Wunderman Thompson Singapore	Singapore Bicentennial Office	Bronze	
4	04. Outdoor Gongs	04.8 Best use of Cultural Insights in Outdoor	Recasting Singapore's Colonial History	Wunderman Thompson Singapore			
				Wunderman Thompson Singapore	Singapore Bicentennial Office	Bronze	
6	08. PR Gongs	08.10 Best use of Cultural Insights	Recasting Singapore's Colonial History	Wunderman Thompson Singapore	Singapore Bicentennial Office	Bronze	
7	08. PR Gongs	08.7 Launch / Re-launch	Recasting Singapore's Colonial History	Wunderman Thompson Singapore			

GONG NexGen 2019		
Winner	Steven Koswara & Creshelle Padilla	Kinetic Singapore
1st Runner-up	Eloise Ho & Gabriel Lee	TMRW
2nd Runner-up	Jaron Ngoh & Gwendelyn Gomez	TBWA\Singapore
Finalist	Nadhirah Ismail & Justin Choo	AMC Asia
Finalist	Cheryl Seah Su Yin & Tay Aik Tiao	R/GA

Young Designer of the Year	
Steven Koswara	Kinetic Singapore

Young Copywriter of the Year	
Alicia Tan	Kinetic Singapore

Director of the Year	
Roslee Yusoff	Freeflow Productions Pte Ltd

Spikes Country Agency of the Year	
Publicis Singapore	

Advertiser of the Year	
Temasek Shophouse	

Design Agency of the Year	
Kinetic Singapore	

Independent Agency of the Year	
Kinetic Singapore	

Young Art Director of the Year	
Steven Koswara	Kinetic Singapore

Producer of the Year	
Jasmine Tan	GOVT Singapore

Photographer of the Year	
Pann Lim	Kinetic Singapore

Best of Category		
Film & Branded Content Gongs	The Translator	GOVT Singapore
Direct Gongs	McChinese Lessons	BLKJ

Production Company of the Year	
Freeflow Productions Pte Ltd	

Digital Agency of the Year	
TBWA\Singapore	

Agency of the Year	
TBWA\Singapore	

CREATIVE CIRCLE AWARDS 2019 WINNERS LIST (BY CATEGORY)

Film & Branded Content Gongs							
1	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	A New Perspective	Wunderman Thompson Singapore	Singapore Bicentennial Office	Finalist	
2	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	Hello Change	BLKJ	StarHub	Bronze	
3	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	Living Longer	TBWA\Singapore	Standard Chartered	Finalist	
4	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	Ship	TBWA\Singapore	Standard Chartered	Finalist	
5	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	Slap Off	Ogilvy Singapore	Unilever Ponds Men	Bronze	
6	01. Film & Branded Content Gongs	01.1 Film (Broadcast &/or Cinema)	The Day Before	The Lab	Asia Pacific Breweries Singapore Pte Ltd	Finalist	
7	01. Film & Branded Content Gongs	01.2 Film (Online)	Condor Heroes Lose All Their Luggage	TBWA\Singapore	Singapore Tourism Board	Bronze	
8	01. Film & Branded Content Gongs	01.2 Film (Online)	My daughter	Blak Labs	Singapore National Eye Centre	Bronze	
9	01. Film & Branded Content Gongs	01.2 Film (Online)	Neighbour Auntie	Blak Labs	Monfort Care - Big love	Bronze	
10	01. Film & Branded Content Gongs	01.2 Film (Online)	The Translator	GOVT Singapore	Julie's	Gold	Best of Category
11	01. Film & Branded Content Gongs	01.2 Film (Online)	Rise with the Tide - ME4 Ganasekar (Expert)	Wunderman Thompson Singapore	Republic of Singapore Navy	Finalist	
12	01. Film & Branded Content Gongs	01.2 Film (Online)	Scoot Travel Spirit	BLKJ	Scoot Tigerair Pte Ltd	Bronze	
13	01. Film & Branded Content Gongs	01.2 Film (Online)	Sentosa - Make Time	BBH Singapore	Sentosa Development Corporation	Bronze	
14	01. Film & Branded Content Gongs	01.2 Film (Online)	The Kid I Didn't Ask for	BLKJ	GREAT EASTERN	Finalist	
15	01. Film & Branded Content Gongs	01.5 Best use of Influencers	NTUC Income - True Care	BBH Singapore	NTUC Income	Finalist	
16	01. Film & Branded Content Gongs	01.5 Best use of Influencers	Stop The Drama	TBWA\Singapore	Manulife Singapore	Finalist	
17	01. Film & Branded Content Gongs	01.6 Best use of Cultural Insights in Film & Branded Content	#adulging	TBWA\Singapore	Manulife Singapore	Finalist	
18	01. Film & Branded Content Gongs	01.6 Best use of Cultural Insights in Film & Branded Content	Little efforts go a long way	Ogilvy Singapore	MCCY	Finalist	
19	01. Film & Branded Content Gongs	01.8 Creative Effectiveness: Film & Branded Content	Hello Change	BLKJ	StarHub	Finalist	
20	01. Film & Branded Content Gongs	01.9 Best use of Integrated Film & Branded Content-led campaign	#adulging	TBWA\Singapore	Manulife Singapore	Bronze	
21	01. Film & Branded Content Gongs	01.10 Gong for Good: Film & Branded Content	Neighbour Auntie	Blak Labs	Monfort Care - Big love	Bronze	
22	01. Film & Branded Content Gongs	01.10 Gong for Good: Film & Branded Content	Stop The Drama	TBWA\Singapore	Manulife Insurance	Bronze	
Radio & Audio Gongs							
23	02. Radio & Audio Gongs	02.1 Best use of Radio	Auld Lang Syne	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Bronze	
24	02. Radio & Audio Gongs	02.1 Best use of Radio	Happy Birthday	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Bronze	
25	02. Radio & Audio Gongs	02.1 Best use of Radio	Wedding March	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Bronze	
26	02. Radio & Audio Gongs	02.3 Best use of Audio Technology	Auld Lang Syne	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
27	02. Radio & Audio Gongs	02.3 Best use of Audio Technology	Happy Birthday	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
28	02. Radio & Audio Gongs	02.3 Best use of Audio Technology	Wedding March	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
29	02. Radio & Audio Gongs	02.7 Best use of integrated Radio & Audio-led campaign	Polish Your Polish	Ogilvy Singapore	Changi Airport Group & LOT Polish Airlines	Bronze	
Print & Publishing Gongs							
30	03. Print & Publishing Gongs	03.1 Best use of Print	Lollipop	MullenLowe Singapore	Unilever (Pepsodent)	Finalist	
31	03. Print & Publishing Gongs	03.1 Best use of Print	Popcorn	MullenLowe Singapore	Unilever (Pepsodent)	Bronze	
Outdoor Gongs							
32	04. Outdoor Gongs	04.2 Best use of Posters	Bubblegum	MullenLowe Singapore	Unilever (Pepsodent)	Silver	
33	04. Outdoor Gongs	04.2 Best use of Posters	Lollipop	MullenLowe Singapore	Unilever (Pepsodent)	Silver	
34	04. Outdoor Gongs	04.2 Best use of Posters	Popcorn	MullenLowe Singapore	Unilever (Pepsodent)	Silver	
35	04. Outdoor Gongs	04.3 Best use of Digital Screens	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Finalist	
36	04. Outdoor Gongs	04.4 Best use of Ambient	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Finalist	
37	04. Outdoor Gongs	04.4 Best use of Ambient	MINI Extraordinary	Kinetic Singapore	BMW Asia	Bronze	
38	04. Outdoor Gongs	04.4 Best use of Ambient	Recasting Singapore's Colonial History	Wunderman Thompson Singapore	Singapore Bicentennial Office	Bronze	
39	04. Outdoor Gongs	04.5 Best use of Interactive & Immersive Experiences	CIMB First - AR Smiling Posters	Fishermen Integrated	CIMB Bank Singapore	Finalist	
40	04. Outdoor Gongs	04.5 Best use of Interactive & Immersive Experiences	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Silver	
41	04. Outdoor Gongs	04.6 Best use of Live Outdoor Experiences	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Silver	
42	04. Outdoor Gongs	04.6 Best use of Live Outdoor Experiences	Million Dollar Move	Ogilvy Singapore	Changi Airport Group	Finalist	
43	04. Outdoor Gongs	04.6 Best use of Live Outdoor Experiences	MINI Extraordinary	Kinetic Singapore	BMW Asia	Silver	
44	04. Outdoor Gongs	04.8 Best use of Cultural Insights in Outdoor	Founding Father	Ogilvy Singapore	KFC	Bronze	
45	04. Outdoor Gongs	04.8 Best use of Cultural Insights in Outdoor	Recasting Singapore's Colonial History	Wunderman Thompson Singapore	Singapore Bicentennial Office	Silver	
46	04. Outdoor Gongs	04.10 Best integrated Outdoor-led campaign	MINI Extraordinary	Kinetic Singapore	BMW Asia	Bronze	
47	04. Outdoor Gongs	04.10 Best integrated Outdoor-led campaign	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Gold	
48	04. Outdoor Gongs	04.11 Gong for Good: Outdoor	Generosity Bar	Ogilvy Singapore	Mondelez Asia Pacific Pte Ltd	Bronze	
49	04. Outdoor Gongs	04.11 Gong for Good: Outdoor	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Gold	
Design Gongs							
50	05. Design Gongs	05.1 Brand Identity Design	Alt. Pizza	Bravo	Alt. Pizza Pte Ltd	Finalist	
51	05. Design Gongs	05.1 Brand Identity Design	And us	Kinetic Singapore	And us	Silver	
52	05. Design Gongs	05.1 Brand Identity Design	Chin Sin Huan 振新园	Black Mongrels	Chin Sin Huan	Finalist	
53	05. Design Gongs	05.1 Brand Identity Design	Design Pasar	Foreign Policy Design Group	Foreign Policy Design Group	Bronze	
54	05. Design Gongs	05.1 Brand Identity Design	Dumpling Darlings	Foreign Policy Design Group	The Better Craft	Bronze	
55	05. Design Gongs	05.1 Brand Identity Design	Gather Cowork	Kinetic Singapore	Cathay Hospitality	Finalist	
56	05. Design Gongs	05.1 Brand Identity Design	Goodie Goods	Studio Ensemble	多良日常股份有限公司 GOODIE GOODS CO., Ltd.	Bronze	
57	05. Design Gongs	05.1 Brand Identity Design	NINETEEN80	Black Mongrels	A Phat Cat Collective Pte Ltd (APC)	Bronze	
58	05. Design Gongs	05.1 Brand Identity Design	PURGE Pte Ltd	JAY-L	PURGE Pte Ltd	Bronze	
59	05. Design Gongs	05.1 Brand Identity Design	Singaplural 2019: Unnatural Phenomena	Bravo	Singapore Furniture Industries Council	Finalist	
60	05. Design Gongs	05.1 Brand Identity Design	Zero One Technology Festival 2018	Bravo	Zero One Technology Co. Ltd	Finalist	
61	05. Design Gongs	05.2 Poster design	PURGE Pte Ltd	JAY-L	PURGE Pte Ltd	Finalist	
62	05. Design Gongs	05.3 Printed Communication Design	Makgadikgadi	Foreign Policy Design Group	Alwyn Chong	Finalist	
63	05. Design Gongs	05.3 Printed Communication Design	MO Bar Vol. 1 Menu	ACRE Design Pte Ltd	Mandarin Oriental, Singapore	Bronze	
64	05. Design Gongs	05.3 Printed Communication Design	Rubbish Famzine N0.8 A Return to Forever 80s	Kinetic Singapore	Holycrap.sg	Bronze	
65	05. Design Gongs	05.4 Motion Design	TIME FOR CHANGE	BBH Singapore	IKEA	Finalist	
66	05. Design Gongs	05.5 Digital & Interactive Design	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
67	05. Design Gongs	05.5 Digital & Interactive Design	GERMS10 Website	GERMS Digital Pte. Ltd.	GERMS Digital Pte. Ltd.	Finalist	
68	05. Design Gongs	05.5 Digital & Interactive Design	InstaKitchen	GOODSTUPH PRIVATE LIMITED	BSH Home Appliances Pte Ltd	Bronze	
69	05. Design Gongs	05.6 Environment & Experience Design	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	

70	05. Design Gongs	05.6 Environment & Experience Design	Jinjja Chicken Changi Airport T2	Bravo	Jinjja Holdings Pte Ltd	Finalist	
71	05. Design Gongs	05.6 Environment & Experience Design	Poh Heng: From Gran to Gram	Kinetic Singapore	Poh Heng Jewellery	Finalist	
72	05. Design Gongs	05.6 Environment & Experience Design	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Bronze	
73	05. Design Gongs	05.8 Product Design	Generosity Bar	Ogilvy Singapore	Mondelez Asia Pacific Pte Ltd	Silver	
74	05. Design Gongs	05.14 Design Craft: Art Direction	MO Bar Vol. 1 Menu	ACRE Design Pte Ltd	Mandarin Oriental, Singapore	Bronze	
75	05. Design Gongs	05.14 Design Craft: Art Direction	Rubbish Famzine NO.8 A Return to Forever 80s	Kinetic Singapore	Holycrap.sg	Silver	
76	05. Design Gongs	05.14 Design Craft: Art Direction	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Finalist	
77	05. Design Gongs	05.15 Design Craft: Copywriting	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Finalist	
78	05. Design Gongs	05.17 Design Craft: Illustration	Temasek Shophouse: Birds in the City	Kinetic Singapore	Temasek Shophouse	Bronze	
Direct Gongs							
79	06. Direct Gongs	06.1 Best use of Direct (Mailing Channels)	Waste Books	GOVT Singapore	GOVT Singapore	Finalist	
80	06. Direct Gongs	06.3 Best use of Direct (Print & Outdoor Channels)	McChinese Lessons	BLKJ	The Learning Lab	Gold	
81	06. Direct Gongs	06.4 Best use of Direct (Digital Channels)	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Gold	
82	06. Direct Gongs	06.4 Best use of Direct (Digital Channels)	InstaKitchen	GOODSTUPH PRIVATE LIMITED	BSH Home Appliances Pte Ltd	Bronze	
83	06. Direct Gongs	06.4 Best use of Direct (Digital Channels)	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Gold	
84	06. Direct Gongs	06.7 Best use of Cultural Insights in Direct	McChinese Lessons	BLKJ	The Learning Lab	Gold	Best of Category
85	06. Direct Gongs	06.10 Gong for Good: Direct	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Silver	
Media Gongs							
86	07. Media Gongs	07.1 Best use of Film, Radio & Audio Platforms	Auld Lang Syne	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
87	07. Media Gongs	07.1 Best use of Film, Radio & Audio Platforms	Happy Birthday	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
88	07. Media Gongs	07.1 Best use of Film, Radio & Audio Platforms	Small screen. Big feeling.	BBH Singapore	Singapore Telecommunications Limited	Finalist	
89	07. Media Gongs	07.1 Best use of Film, Radio & Audio Platforms	Wedding March	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
90	07. Media Gongs	07.3 Best use of Ambient, Events & Stunts	All Hail Patricks	Iris	Asia Pacific Breweries Singapore	Bronze	
91	07. Media Gongs	07.3 Best use of Ambient, Events & Stunts	MINI Extraordinary	Kinetic Singapore	BMW Asia	Bronze	
92	07. Media Gongs	07.5 Best use of Social Platforms	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Gold	
93	07. Media Gongs	07.5 Best use of Social Platforms	InstaKitchen	GOODSTUPH PRIVATE LIMITED	BSH Home Appliances Pte Ltd	Silver	
94	07. Media Gongs	07.5 Best use of Social Platforms	Martell NCF Curious Crew	UltraSuperNew	Pernod Ricard Singapore	Finalist	
95	07. Media Gongs	07.5 Best use of Social Platforms	Nike Battle Force Live	BBH Singapore	Nike	Bronze	
96	07. Media Gongs	07.5 Best use of Social Platforms	The Nike Women Instazine	BBH Singapore	Nike	Bronze	
97	07. Media Gongs	07.8 Best use of Cultural Insights	Recasting Singapore's Colonial History	Wunderman Thompson Singapore	Singapore Bicentennial Office	Bronze	
98	07. Media Gongs	07.8 Best use of Cultural Insights	#adulting	TBWA\Singapore	Manulife Singapore	Gold	
99	07. Media Gongs	07.9 Creative Effectiveness: Media	#adulting	TBWA\Singapore	Manulife Singapore	Silver	
100	07. Media Gongs	07.10 Best Integrated Media-led Campaign	#adulting	TBWA\Singapore	Manulife Singapore	Bronze	
101	07. Media Gongs	07.11 Gong for Good: Media	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Gold	
PR Gongs							
102	08. PR Gongs	08.1 Best use of Non-Digital Platforms	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
103	08. PR Gongs	08.3 Social Community Building and Management	IKEA NEWSJACK	BBH Singapore	IKEA	Finalist	
104	08. PR Gongs	08.3 Social Community Building and Management	Martell Curious Crew	UltraSuperNew	Pernod Ricard Singapore	Finalist	
105	08. PR Gongs	08.3 Social Community Building and Management	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Bronze	
106	08. PR Gongs	08.4 Real-Time Response	IKEA NEWSJACK	BBH Singapore	IKEA	Silver	
107	08. PR Gongs	08.6 Brand Voice & Strategic Storytelling	Founding Mothers	BLKJ	StarHub	Bronze	
108	08. PR Gongs	08.6 Brand Voice & Strategic Storytelling	Hello Change	BLKJ	StarHub	Finalist	
109	08. PR Gongs	08.7 Launch / Re-launch	First Visitors	Ogilvy Singapore	Jewel Changi Airport	Finalist	
110	08. PR Gongs	08.7 Launch / Re-launch	Hello Change	BLKJ	StarHub	Bronze	
111	08. PR Gongs	08.7 Launch / Re-launch	Martell NCF Curious Crew	UltraSuperNew	Pernod Ricard Singapore	Finalist	
112	08. PR Gongs	08.7 Launch / Re-launch	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
113	08. PR Gongs	08.7 Launch / Re-launch	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Silver	
114	08. PR Gongs	08.7 Launch / Re-launch	Sentosa - Make Time	BBH Singapore	Sentosa Development Corporation	Finalist	
115	08. PR Gongs	08.7 Launch / Re-launch	Recasting Singapore's Colonial History	Wunderman Thompson Singapore	Singapore Bicentennial Office	Gold	
116	08. PR Gongs	08.8 Best use of Celebrity, Influencers & Key Opinion Leaders	Action Seekers	TBWA\Singapore	Singapore Tourism Board	Finalist	
117	08. PR Gongs	08.8 Best use of Celebrity, Influencers & Key Opinion Leaders	Netflix YOU Fan Event	BBH Singapore	Netflix	Finalist	
118	08. PR Gongs	08.8 Best use of Celebrity, Influencers & Key Opinion Leaders	Stop The Drama	TBWA\Singapore	Manulife Insurance	Bronze	
119	08. PR Gongs	08.10 Best use of Cultural Insights	Founding Mothers	BLKJ	StarHub	Finalist	
120	08. PR Gongs	08.10 Best use of Cultural Insights	Recasting Singapore's Colonial History	Wunderman Thompson Singapore	Singapore Bicentennial Office	Bronze	
121	08. PR Gongs	08.11 Creative Effectiveness: PR	GOMO RAPOLOGY	GOODSTUPH	Singtel Mobile Singapore Pte Ltd	Bronze	
122	08. PR Gongs	08.13 Gong for Good: PR	Stop The Drama	TBWA\Singapore	Manulife Singapore	Bronze	
123	08. PR Gongs	08.13 Gong for Good: PR	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Silver	
Brand Experience & Activation Gongs							
124	09. Brand Experience & Activation Gongs	09.2 Best use of Digital-led Brand Experience & Activation	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Finalist	
125	09. Brand Experience & Activation Gongs	09.2 Best use of Digital-led Brand Experience & Activation	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
126	09. Brand Experience & Activation Gongs	09.2 Best use of Digital-led Brand Experience & Activation	The Nike Women Instazine	BBH Singapore	Nike	Finalist	
127	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	All Hail Patricks	Iris	Asia Pacific Breweries Singapore	Bronze	
128	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
129	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	McChinese Lessons	BLKJ	The Learning Lab	Bronze	

130	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	Million Dollar Move	Ogilvy Singapore	Changi Airport Group	Bronze	
131	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	MINI Extraordinary	Kinetic Singapore	BMW Asia	Finalist	
132	09. Brand Experience & Activation Gongs	09.3 Best use of Events & Live Experiences	Poh Heng: From Gran to Gram	Kinetic Singapore	Poh Heng Jewellery	Finalist	
133	09. Brand Experience & Activation Gongs	09.4 Best use of Sponsorships & Partnerships	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
134	09. Brand Experience & Activation Gongs	09.4 Best use of Sponsorships & Partnerships	Swing for Power	Ogilvy Singapore	HSBC Bank Singapore	Finalist	
135	09. Brand Experience & Activation Gongs	09.6 Best In-store/Retail experience	McChinese Lessons	BLKJ	The Learning Lab	Finalist	
136	09. Brand Experience & Activation Gongs	09.8 Innovation in Brand Experience & Activation	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Finalist	
137	09. Brand Experience & Activation Gongs	09.9 Best use of Cultural Insights in Brand Experience & Activation	McChinese Lessons	BLKJ	The Learning Lab	Bronze	
138	09. Brand Experience & Activation Gongs	09.9 Best use of Cultural Insights in Brand Experience & Activation	Stop The Drama	TBWA\Singapore	Manulife Singapore	Finalist	
139	09. Brand Experience & Activation Gongs	09.11 Best Integrated Brand Experience & Activation-led Campaign	All Hail Patricks	Iris	Asia Pacific Breweries Singapore	Bronze	
140	09. Brand Experience & Activation Gongs	09.11 Best Integrated Brand Experience & Activation-led Campaign	Luck is Everywhere	Ogilvy Singapore	Changi Airport Group	Finalist	
141	09. Brand Experience & Activation Gongs	09.12 Gong for Good: Brand Experience & Activation	Generosity Bar	Ogilvy Singapore	Mondelez Asia Pacific Pte Ltd	Finalist	
142	09. Brand Experience & Activation Gongs	09.12 Gong for Good: Brand Experience & Activation	Project Outriders	Iris	Shell Pakistan Ltd	Silver	
143	09. Brand Experience & Activation Gongs	09.12 Gong for Good: Brand Experience & Activation	Stop The Drama	TBWA\Singapore	Manulife Singapore	Finalist	
Mobile & Digital Gongs							
144	10. Mobile & Digital Gongs	10.1 Best use of Digital Platforms	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Bronze	
145	10. Mobile & Digital Gongs	10.1 Best use of Digital Platforms	SPATULAH	GOODSTUPH	GOODSTUPH	Bronze	
146	10. Mobile & Digital Gongs	10.3 Best use of Social & Messaging Platforms	Mastercard Crib to Crib	McCann Worldgroup (Singapore) Pte. Ltd.	Mastercard Asia/Pacific Pte. Ltd.	Finalist	
147	10. Mobile & Digital Gongs	10.3 Best use of Social & Messaging Platforms	Only true fans get it	BBH Singapore	Singapore Telecommunications Limited	Gold	
148	10. Mobile & Digital Gongs	10.3 Best use of Social & Messaging Platforms	Nike Battle Force Live	BBH Singapore	Nike	Silver	
149	10. Mobile & Digital Gongs	10.6 Digitally Enhanced Physical Experiences	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Silver	
150	10. Mobile & Digital Gongs	10.7 Innovation in Mobile &/Or Digital	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Bronze	
151	10. Mobile & Digital Gongs	10.7 Innovation in Mobile &/Or Digital	SPATULAH	GOODSTUPH	GOODSTUPH	Bronze	
152	10. Mobile & Digital Gongs	10.9 Creative Effectiveness: Mobile &/Or Digital	#adulting	TBWA\Singapore	Manulife Singapore	Finalist	
153	10. Mobile & Digital Gongs	10.9 Creative Effectiveness: Mobile &/Or Digital	Mastercard Crib to Crib	McCann Worldgroup (Singapore) Pte. Ltd.	Mastercard Asia/Pacific Pte. Ltd.	Finalist	
154	10. Mobile & Digital Gongs	10.9 Creative Effectiveness: Mobile &/Or Digital	SPATULAH	GOODSTUPH	GOODSTUPH	Finalist	
155	10. Mobile & Digital Gongs	10.9 Creative Effectiveness: Mobile &/Or Digital	The Nike Women Instazine	BBH Singapore	Nike	Bronze	
Craft Gongs							
156	11. Craft Gongs	11.1 Film & Branded Content: Direction	Hands that Shaped the Nation	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Finalist	
157	11. Craft Gongs	11.1 Film & Branded Content: Direction	Kinship - Hari Raya 2019	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Bronze	
158	11. Craft Gongs	11.1 Film & Branded Content: Direction	Make Time For A Change	Freeflow Productions Pte Ltd	BBH Singapore	Bronze	
159	11. Craft Gongs	11.1 Film & Branded Content: Direction	The Translator	GOVT Singapore	Julie's	Silver	
160	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Action Seekers	TBWA\Singapore	Singapore Tourism Board	Finalist	
161	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Hands that Shaped the Nation	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Finalist	
162	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Living Longer	TBWA\Singapore	Standard Chartered	Bronze	
163	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Parc Komo Residences "Sound of Forest"	Rolla Pte Ltd	CEL DEVELOPMENT	Silver	
164	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Sony a7RIII and Michael Yamashita Window to the soul Eye AF	Directors Think Tank Singapore	Sony South East Asia	Finalist	
165	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Ship	TBWA\Singapore	Standard Chartered	Gold	
166	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	What is Time	SWEET (SPH)	Orchard Turn Developments Pte Ltd	Finalist	
167	11. Craft Gongs	11.2 Film & Branded Content: Cinematography	Wildlife	TBWA\Singapore	Standard Chartered	Silver	
168	11. Craft Gongs	11.3 Film & Branded Content: Editing	Be Unstoppable Tomorrow and Today	GOVT Singapore	OCBC Bank Singapore	Bronze	
169	11. Craft Gongs	11.4 Film & Branded Content: Script	Condor Heroes Go Bungee Jumping	TBWA\Singapore	Singapore Tourism Board	Finalist	
170	11. Craft Gongs	11.4 Film & Branded Content: Script	Condor Heroes Lose All Their Luggage	TBWA\Singapore	Singapore Tourism Board	Finalist	
171	11. Craft Gongs	11.4 Film & Branded Content: Script	The Day Before	The Lab	Asia Pacific Breweries Singapore Pte Ltd	Bronze	
172	11. Craft Gongs	11.4 Film & Branded Content: Script	The Translator	GOVT Singapore	Julie's	Silver	
173	11. Craft Gongs	11.5 Film & Branded Content: Casting	#HafandHaf	ADK Singapore	Ministry of Communications and Information	Bronze	
174	11. Craft Gongs	11.5 Film & Branded Content: Casting	Kinship - Hari Raya 2019	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Bronze	
175	11. Craft Gongs	11.5 Film & Branded Content: Casting	The Translator	GOVT Singapore	Julie's	Silver	
176	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	#HafandHaf	ADK Singapore	Ministry of Communications and Information	Finalist	
177	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	Families First, Bankers Second	Freeflow Productions Pte Ltd	TSLA Industries Pte Ltd	Finalist	

178	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	Hands that Shaped the Nation	Freeflow Productions Pte Ltd	Tribal Worldwide Pte Ltd	Bronze	
179	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	Make Time For A Change	Freeflow Productions Pte Ltd	BBH Singapore	Bronze	
180	11. Craft Gongs	11.6 Film & Branded Content: Art Direction (Including Production Design)	One Pearl Bank	Smallshop Communications	Capitaland	Finalist	
181	11. Craft Gongs	11.7 Film & Branded Content: Visual Effects	NEA - Reducing Disposables	KRAFTW5RKZ Pte Ltd	Tribal Singapore Pte Ltd	Finalist	
182	11. Craft Gongs	11.7 Film & Branded Content: Visual Effects	The Singapore Bicentennial - A New Perspective	Atypicalfilms Pte Ltd	Singapore Bicentennial Office	Finalist	
183	11. Craft Gongs	11.7 Film & Branded Content: Visual Effects	Wildlife	TBWA\Singapore	Standard Chartered	Silver	
184	11. Craft Gongs	11.8 Film & Branded Content: Animation	First Visitors	Ogilvy Singapore	Jewel Changi Airport	Bronze	
185	11. Craft Gongs	11.8 Film & Branded Content: Animation	NEA - Reducing Disposables	KRAFTW5RKZ Pte Ltd	Tribal Singapore Pte Ltd	Finalist	
186	11. Craft Gongs	11.8 Film & Branded Content: Animation	TIME FOR CHANGE	BBH Singapore	IKEA	Bronze	
187	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	Changi Jewel	SongZu Singapore	Jewel Changi Airport Devt Pte. Ltd.	Finalist	
188	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	DBS Beyond 2025	SongZu Singapore	DBS Bank Ltd Co.	Silver	
189	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	Excuses	McCann Worldgroup (Singapore) Pte. Ltd.	Mastercard Asia/Pacific Pte. Ltd.	Finalist	
190	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	SCB Living Longer (Back To School)	SongZu Singapore	Standard Chartered Bank	Silver	
191	11. Craft Gongs	11.9 Film & Branded Content: Use of Original Music	SilkAir Dolls	SongZu Singapore	Singapore Airlines	Finalist	
192	11. Craft Gongs	11.11 Film & Branded Content: Use of Sound Design	Ship	TBWA\Singapore	Standard Chartered	Bronze	
193	11. Craft Gongs	11.16 Radio & Audio: Use of Sound Design	Auld Lang Syne	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
194	11. Craft Gongs	11.16 Radio & Audio: Use of Sound Design	Happy Birthday	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
195	11. Craft Gongs	11.16 Radio & Audio: Use of Sound Design	Wedding March	MullenLowe Singapore	Sivantos Pte Ltd (Signia Hearing Aids)	Finalist	
196	11. Craft Gongs	11.17 Physical Craft: Art Direction	MINI Extraordinary	Kinetic Singapore	BMW Asia	Finalist	
197	11. Craft Gongs	11.17 Physical Craft: Art Direction	The [Not-So] Convenience Store	Kinetic Singapore	Temasek Shophouse	Finalist	
198	11. Craft Gongs	11.22 Digital Craft: Art Direction (Including Typography and Photography)	GERMS10 Website	GERMS Digital Pte. Ltd.	GERMS Digital Pte. Ltd.	Finalist	
199	11. Craft Gongs	11.24 Digital Craft: Animation (Including Digital Illustration, Motion Graphics and Video & Moving Image)	Meet Max	TBWA\Singapore	Standard Chartered Bank (Singapore) Limited	Finalist	
200	11. Craft Gongs	11.25 Digital Craft: User Interface (Including User Experience and Journey Design)	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Silver	
201	11. Craft Gongs	11.25 Digital Craft: User Interface (Including User Experience and Journey Design)	NestBloom Digital and Interactive Design	Sunny Side Up Pte Ltd	Yan Yuan Pte Ltd	Bronze	
202	11. Craft Gongs	11.25 Digital Craft: User Interface (Including User Experience and Journey Design)	SPATULAH	GOODSTUPH	GOODSTUPH	Finalist	
203	11. Craft Gongs	11.27 Digital Craft: Digitally Enhanced Physical Experiences (Including AR, VR & Mixed Reality)	A.I. Love	MullenLowe Singapore	Unilever (Closeup)	Silver	
204	11. Craft Gongs	11.27 Digital Craft: Digitally Enhanced Physical Experiences (Including AR, VR & Mixed Reality)	City of Possibilities	TBWA\Singapore	Singapore Tourism Board	Silver	

GONG NexGen 2019		
Winner	Steven Koswara & Creshelle Padilla	Kinetic Singapore
1st Runner-up	Eloise Ho & Gabriel Lee	TMRW
2nd Runner-up	Jaron Ngoh & Gwendelyn Gomez	TBWA\Singapore
Finalist	Nadhirah Ismail & Justin Choo	AMC Asia
Finalist	Cheryl Seah Su Yin & Tay Aik Tiao	R/GA

Young Designer of the Year	
Steven Koswara	Kinetic Singapore

Young Copywriter of the Year	
Alicia Tan	Kinetic Singapore

Director of the Year	
Roslee Yusoff	Freeflow Productions Pte Ltd

Spikes Country Agency of the Year	
Publicis Singapore	

Advertiser of the Year	
Temasek Shophouse	

Design Agency of the Year	
Kinetic Singapore	

Independent Agency of the Year	
Kinetic Singapore	

Young Art Director of the Year	
Steven Koswara	Kinetic Singapore

Producer of the Year	
Jasmine Tan	GOVT Singapore

Photographer of the Year	
Pann Lim	Kinetic Singapore

Best of Category		
Film & Branded Content Gongs	The Translator	GOVT Singapore
Direct Gongs	McChinese Lessons	BLKJ

Production Company of the Year	
Freeflow Productions Pte Ltd	

Digital Agency of the Year	
TBWA\Singapore	

Agency of the Year	
TBWA\Singapore	