



GONG 2014 - WINNERS LIST

s/n	Category	Entry Title	Agency	Client	Metals
PRINT: BEST OF CATEGORY					
	Newspaper & Magazine Campaign/Beverages	Guinness Draught In A Bottle(Un,Deux,Trois,Quatre,Cinq)	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	
PRINT					
1	Newspaper & Magazine/ Beverages	Deux	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Silver
2	Newspaper & Magazine/ Beverages	Un	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
3	Newspaper & Magazine/ Beverages	Trois	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
4	Newspaper & Magazine/ Beverages	Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
5	Newspaper & Magazine/ Beverages	Quatre	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
6	Newspaper & Magazine Campaign/Beverages	Guinness Draught In A Bottle(Un,Deux,Trois,Quatre,Cinq)	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
7	Newspaper & Mag. Campaign/Public Service & Charity	Logos Against Breast Cancer - Facebook, Twitter, Instagram	DDB Group Singapore	Breast Cancer Foundation	Silver
8	Newspaper & Magazine/Corporate Image	Brother and Sister	Grey Group Singapore	Qatar Airways	Bronze
9	Newspaper & Magazine/Corporate Image	Dad and Baby	Grey Group Singapore	Qatar Airways	Bronze
10	Newspaper & Magazine/Corporate Image	Old Couple	Grey Group Singapore	Qatar Airways	Bronze
11	Newspaper & Magazine/Sports, Ent.,Travel & Leisure	Old Couple	Grey Group Singapore	Qatar Airways	Silver
12	Newspaper & Magazine/Sports, Ent.,Travel & Leisure	Brother and Sister	Grey Group Singapore	Qatar Airways	Bronze
13	Newspaper & Magazine/Sports, Ent.,Travel & Leisure	Dad and Baby	Grey Group Singapore	Qatar Airways	Bronze
14	Newspaper & Magazine/Sports, Ent.,Travel & Leisure	Face-to-Face Connections-Brother and Sister/Dad and Baby/Old Couple	Grey Group Singapore	Qatar Airways	Bronze
15	Newspaper & Magazine / Miscellaneous	Assassin's Creed	Grey Group Singapore	Proctor & Gamble (Singapore)	Bronze
16	Newspaper & Magazine / Miscellaneous	Mario	Grey Group Singapore	Proctor & Gamble (Singapore)	Bronze
17	Newspaper & Magazine / Miscellaneous	Street Fighter	Grey Group Singapore	Proctor & Gamble (Singapore)	Bronze
18	Newspaper & Magazine Campaign/Miscellaneous	Don't Let The Game Die - Assassin's Creed/Mario/Street Fighter	Grey Group Singapore	Proctor & Gamble (Singapore)	Bronze
19	Newspaper & Mag./Public Service, Charity & Fundraising	Comments Can Kill - Beach	Publicis Singapore	Touch Cyber Wellness	Silver
20	Newspaper & Mag./Public Service, Charity & Fundraising	Comments Can Kill - Cliff	Publicis Singapore	Touch Cyber Wellness	Silver
21	Newspaper & Mag./Public Service, Charity & Fundraising	Comments Can Kill - Road	Publicis Singapore	Touch Cyber Wellness	Bronze
22	Newspaper & Mag. Campaign/Public Service & Charity	Comments Can Kill - Beach,Cliff, Road	Publicis Singapore	Touch Cyber Wellness	Bronze
PRINT CRAFT					
1	Art Direction	Deux	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
2	Art Direction	Trois	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
3	Art Direction	Quatre	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
4	Art Direction	Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
5	Art Direction	Un	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Silver
6	Illustration	Deux	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
7	Illustration	Trois	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
8	Illustration	Quatre	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
9	Illustration	Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
10	Illustration	Un	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Silver
11	Illustration	Logos Against Breast Cancer - Facebook, Twitter, Instagram	DDB Group Singapore	Breast Cancer Foundation	Gold
12	Illustration	Street Fighter	Grey Group Singapore	Proctor & Gamble (Singapore)	Bronze
13	Art Direction	Birds	Nemesis Pictures	Unilever Asia	Silver
14	Art Direction	Butterflies	Nemesis Pictures	Unilever Asia	Bronze
15	Art Direction	Balloons	Nemesis Pictures	Unilever Asia	Bronze
16	Art Direction	Balloons, Birds & Butterflies	Nemesis Pictures	Unilever Asia	Bronze
17	Art Direction	Comments Can Kill - Cliff	Publicis Singapore	Touch Cyber Wellness	Silver
18	Art Direction	Comments Can Kill - Beach	Publicis Singapore	Touch Cyber Wellness	Bronze
19	Art Direction	Comments Can Kill - Road	Publicis Singapore	Touch Cyber Wellness	Bronze
20	Art Direction	Tiger	TBWA Singapore	Artful House	Bronze

s/n	Category	Entry Title	Agency	Client	Metals
OUTDOOR & POSTER : BEST OF CATEGORY					
	Poster/Free format	Un, Trois, Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	
OUTDOOR & POSTER					
1	Poster/Free format	Un	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
2	Poster/Free format	Trois	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
3	Poster/Free format	Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
4	Ambient /Live stunts & Promotional Events	Arthur's Day - A Bold Night Out	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Bronze
5	Outdoor/Drinks - Alcoholic & Non-Alcoholic	Un, Deux, Trois, Quatre, Cinq-Campaign	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Gold
6	Outdoor/ Home Appliances & Furnishings	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Silver
7	Outdoor/Banking, Investment & Insurance	NTUC Vivocare100 - Campaigns	BBH Asia Pacific	NTUC Income	Bronze
8	Ambient /Live stunts & Promotional Events	Fan-Sponsored Team	DDB Group Singapore	StarHub	Silver
9	Poster/Interactive designed for Digital sites	EZ-Donation Billboards (Dreams)	DDB Group Singapore	Community Chest Singapore	Bronze
10	Ambient/Small Scale Special Solutions	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)	Gold
11	Outdoor/Fundraising & Charities	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)	Gold
12	Outdoor/Fundraising & Charities	EZ-Donation Billboards (Dreams)	DDB Group Singapore	Community Chest Singapore	Bronze
13	Poster/Free format	Soldiers	Dentsu Singapore	ARS Chemical (Thailand)	Silver
14	Poster/Free format	A Daughter's Greatest Fear - "Blondes, Brunettes	Publicis Singapore	Lancome - L'oreal Singapore	Gold
15	Outdoor/Pharma & Cosmetics	A Daughter's Greatest Fear - "Blondes, Brunettes	Publicis Singapore	Lancome - L'oreal Singapore	Gold
16	Ambient/Small Scale Special Solutions	Subway - Say It With A Sub	Saatchi & Saatchi	Subway Systems Singapore	Bronze
17	Outdoor/Retail/ Restaurants & Fast food outlets	Subway - Say It With A Sub	Saatchi & Saatchi	Subway Systems Singapore	Bronze
18	Outdoor/Cars & Automotive Services	Polar Bear	Y&R Singapore	InfanTree	Bronze
19	Outdoor/Cars & Automotive Services	Elephant	Y&R Singapore	InfanTree	Bronze

RADIO					
1	Advertising over 30 Secs	Energizer Lithium "Breakfast", "Cats", "Kids"	TBWA Singapore	Energizer Singapore	Bronze
2	Consumer Products	Energizer Lithium "Breakfast", "Cats", "Kids"	TBWA Singapore	Energizer Singapore	Bronze

DESIGN : BEST OF CATEGORY					
	Spatial Design/Exhibition Design	CREATIVE©ITIES	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.	
DESIGN					
1	Spatial Design/Exhibition Design	CREATIVE©ITIES	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.	Gold
2	Spatial Design/Exhibition Design	Noise Singapore 2014 Festival Exhibition	Black Design Pte Ltd	National Arts Council	Silver
3	Branding, Corporate ID, Stationery	The Clifford Pier	Foreign Policy Design Group	The Clifford Pier	Bronze
4	Flyers & Direct Mail	Papa Palheta Experience Kit	Foreign Policy Design Group	Papa Palheta	Bronze
5	Book Design	A Guide to The Flora and Fauna of The World	H55	Robert Zhao Renhui, Institute of Critical Zoologists	Silver
6	Book Design	Deep Veils	H55	Erik L'Heureux	Silver
7	Book Design	Being: The Thoughts and Work of Nathan Yong, 2006-2014	H55	Nathan Yong	Bronze
8	Magazine Covers	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg	Bronze
9	Magazines & Newspaper	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg	Gold
10	Others	The Homeless Book Project	Kinetic Singapore	Books Actually	Silver
11	Branding, Corporate ID, Stationery	John Mead Dance Company	Roots	John Mead Dance Co.	Bronze
12	Self Promotion	X'mas (Business) Card	Roots	Roots	Bronze

CRAFT FOR DESIGN					
1	Design / Illustration	CREATIVE©ITIES - Commissioned Illustrations	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.	Silver
2	Design / Illustration	CREATIVE©ITIES	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.	Bronze
3	Animation & Illustration for Digital, Moving Image	CREATIVE©ITIES	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.	Bronze
4	Photography	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg	Bronze

5	Writing for Design	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg	Silver
6	Design / Illustration	IBM SG 60	Ogilvy & Mather Singapore	IBM Singapore	Bronze

DIGITAL : BEST OF CATEGORY

	Viral Advertising (Including Viral Videos)	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	
DIGITAL					
1	Innovative Online Ad-Solution	World Under Water	BBDO Proximity Singapore	CarbonStory LLP	Bronze
2	Online Videos	Mercedes-Benz Experiments - Water, Sand, Air	BBDO Proximity Singapore	Mercedes-Benz Singapore	Silver
3	Website & Microsites	World Under Water	BBDO Proximity Singapore	CarbonStory LLP	Gold
4	Online Videos	IKEA Bedroom Stories (Campaign)	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Silver
5	Viral Advertising (Including Viral Videos)	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Gold
6	Other Cyber Solutions	Offline Books	DDB Group Singapore	Math Paper Press (Books Actually)	Silver
7	Viral Advertising (Including Viral Videos)	Save the Children	DDB Group Singapore	Unilever Singapore	Silver
8	Banners & Other Rich Media	Know Your English' Web Banners	Grey Group Singapore	British Council Singapore	Silver
9	Innovative Online Ad-Solution	Know Your English' Web Banners	Grey Group Singapore	British Council Singapore	Gold
10	Online Videos	Tiger Street Football 2014 - Uncage Football	Iris Worldwide	Heineken Asia Pacific	Bronze
11	Other Cyber Solutions	Guardian Angel	JWT Singapore	Assoc.Of Women For Action And Research (AWARE)	Bronze
12	Website & Microsites	IBM SG 60	Ogilvy & Mather Singapore	IBM Singapore	Bronze

CRAFT-DIGITAL

1	Copywriting	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Silver
2	Illustration & Graphic Design	Mentos Supermentos	BBH Asia Pacific	Merfetti Van Melle, Mentos	Bronze
3	Best Cinematography (For Online Videos)	StarHub 4G4Good	Freeflow Productions	DDB Singapore	Gold
4	Best Cinematography (For Online Videos)	IKEA 2015 Catalogue Video	Freeflow Productions	BBH Asia Pacific	Bronze
5	Best Direction (For Online Videos)	IKEA 2015 Catalogue Video	Freeflow Productions	BBH Asia Pacific	Bronze
6	Best Direction (For Online Videos)	StarHub 4G4Good	Freeflow Productions	DDB Singapore	Bronze
7	Best Direction (For Online Videos)	Tiger Beer Megacities of Asia - Bangkok Flyers	Freeflow Productions	Irisnation Singapore	Bronze
8	Best Direction (For Online Videos)	Tiger Beer Megacities of Asia: Sydney Illuminated	Freeflow Productions	Irisnation Singapore	Bronze
9	Best Direction (For Online Videos)	StarHub Wong Wai Fai	Freeflow Productions	DDB Singapore	Bronze
10	Use of Video	IKEA 2015 Catalogue Video	Freeflow Productions	BBH Asia Pacific	Silver
11	Use of Video	StarHub Wong Wai Fai	Freeflow Productions	DDB Singapore	Bronze
12	Use of Video	StarHub #SG4SG - Chia's Vegetable Supply	Freeflow Productions	DDB Singapore	Bronze
13	Use of Video	StarHub 4G4Good	Freeflow Productions	DDB Singapore	Bronze
14	Use of Video	Tiger Beer Megacities of Asia - Bangkok Flyers	Freeflow Productions	Irisnation Singapore	Bronze
15	Use of Video	Tiger Beer Megacities of Asia: Sydney Illuminated	Freeflow Productions	Irisnation Singapore	Bronze
16	Best Editing (For Online Videos)	IKEA 2015 Catalogue Video	Freeflow Productions	BBH Asia Pacific	Bronze
17	Best Editing (For Online Videos)	StarHub 4G4Good	Freeflow Productions	DDB Singapore	Bronze
18	Illustration & Graphic Design	Gobble Gobble	Kinetic Singapore	Maki-san	Bronze
19	Art Direction	The Crocs Colorlite Tale	R/GA Singapore	Crocs Inc	Silver
20	Best Cinematography (For Online Videos)	"[Dream Exchange] Bjorn the Urban Farmer"	Two Oceans Film Company	Samsung Electronics Co. Ltd	Bronze
21	Best Direction (For Online Videos)	"[Dream Exchange] Bjorn the Urban Farmer"	Two Oceans Film Company	Samsung Electronics Co. Ltd	Bronze
22	Best Direction (For Online Videos)	"[Dream Exchange] Adam the Urban Experimenter"	Two Oceans Film Company	Samsung Electronics Co. Ltd	Bronze
23	Best Direction (For Online Videos)	Hello~, 过年几happy有没有 ?	Veer Pictures	Black on Black Creative Pte Ltd	Gold

DIRECT

1	Direct Reponse/Digital	World Under Water	BBDO Proximity Singapore	CarbonStory LLP	Bronze
2	Direct Reponse/Digital	StarHub 4G4Good	DDB Group Singapore	StarHub	Gold
3	Direct Reponse/Digital	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation	Silver
4	Direct Response/Ambient	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)	Silver
5	Direct Integrated Campaigns	StarHub 4G4Good	DDB Group Singapore	StarHub	Gold
6	Direct Reponse/Digital	Know Your English' Web Banners	Grey Group Singapore	British Council	Bronze

7	Direct Response/Ambient	Reinventing the autograph	TBWA Singapore	adidas Singapore	Bronze
CRAFT-DIRECT					
1	Art Direction for Craft	Tea Stories	Grey Group Singapore	Manjushree Plantations Ltd	Silver
2	Art Direction for Craft	"Go EveryWhere"	Leo Burnett Group Singapore	Skyscanner Private Limited	Bronze
3	Art Direction for Craft	The Invisible IT Pro	TBWA Singapore	Hewlett-Packard Singapore	Bronze

PROMO & ACTIVATION : BEST OF CATEGORY					
	Integrated Campaign led by Promo & Activation	4G4Good	DDB Group Singapore	StarHub	
PROMO & ACTIVATION					
1	Use of Digital or Social Platforms in a Promo Campaign	World Under Water	BBDO Proximity Singapore	CarbonStory LLP	Bronze
2	Product Launch Or Relaunch	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Bronze
3	Use of Digital or Social Platforms in a Promo Campaign	IKEA Damansara Lookalikes	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Bronze
4	Integrated Campaign led by Promo & Activation	4G4Good	DDB Group Singapore	StarHub	Gold
5	Product Launch Or Relaunch	4G4Good	DDB Group Singapore	StarHub	Silver
6	Use of Digital or Social Platforms in a Promo Campaign	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation	Bronze
7	Use of Print or Outdoor in a Promo Campaign	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)	Silver
8	Use of TV or Radio in a Promo Campaign	#SG4SG	DDB Group Singapore	StarHub	Silver
9	Use of Event & Field Marketing	Fan-Sponsored Team	DDB Group Singapore	StarHub	Silver
10	Use of Event & Field Marketing	The Scenthesizer	Iris Worldwide	Asia Pacific Breweries (Singapore) Pte Ltd	Bronze
11	Product Launch Or Relaunch	Guardian Angel	JWT Singapore	Assoc.Of Women For Action And Research (AWARE)	Silver
12	Use of Merchandise	Subway - Say It With A Sub	Saatchi & Saatchi	Subway Systems Singapore Pte Ltd	Bronze
13	Use of Event & Field Marketing	Reinventing the autograph	TBWA Singapore	adidas Singapore	Bronze

MOBILE					
1	Integrated campaign led by Mobile	4G4Good	DDB Group Singapore	StarHub	Bronze
2	Mobile Applications	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation	Silver
3	Mobile Applications	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf	Bronze
4	Use of Innovative Technology for Mobile	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf	Bronze
5	Activation by Location or Proximity	Guardian Angel	JWT Singapore	Assoc.Of Women For Action And Research (AWARE)	Gold
6	Integrated campaign led by Mobile	Guardian Angel	JWT Singapore	Assoc.Of Women For Action And Research (AWARE)	Bronze
7	Use of Innovative Technology for Mobile	Guardian Angel	JWT Singapore	Assoc.Of Women For Action And Research (AWARE)	Gold
CRAFT-MOBILE					
1	Interface & Navigation	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation	Bronze
2	User Experience	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation	Bronze
3	Interface & Navigation	The Glenfiddich Experiene	Goodstufh/Make Studios	William Grant & Sons	Bronze
4	Interface & Navigation	Reyka Encounter	Goodstufh/Make Studios	William Grant & Sons	Bronze
5	User Experience	The Glenfiddich Experiene	Goodstufh/Make Studios	William Grant & Sons	Bronze
6	Visual Design/Aesthetic	The Glenfiddich Experiene	Goodstufh/Make Studios	William Grant & Sons	Bronze
7	User Experience	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf	Bronze
8	User Experience	Guardian Angel	JWT Singapore	Assoc.Of Women For Action And Research (AWARE)	Silver

TV & FILM ADVERTISING					
1	TV & Cinema Commercial 45 Secs & Under	Chupa Chups Headmaster	BBH Asia Pacific	Perfetti Van Melle, Chupa Chups	Silver
2	TV & Cinema Commercial 45 Secs & Under	StarHub Wong Wai Fai	Freeflow Productions	DDB Singapore	Bronze
FILM ADVERTISING CRAFT					
1	Art Direction	Mercedez-Benz Experiments - Sand	BBDO Proximity Singapore	Mercedez-Benz Singapore	Bronze
2	Direction	NIKE Playpinoy	BBH Asia Pacific	NIKE	Silver
3	Direction	Comfort 'The Day I Visited My Son'	Collider Films + O&M	Unilever	Gold
4	Use of Original Score	Sunlight Pig	Fuse Adventures in Audio	Lowie Thailand	Silver
5	Use of Original Score	Bundaberg Rum - Men like us like rum	Song Zu Singapore	Diageo	Gold

MEDIA					
1	Use of Digital & Social Platforms	World Under Water	BBDO Proximity Singapore	CarbonStory LLP	Bronze
2	Use of Digital & Social Platforms	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Bronze
3	Use of Mobile Devices	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation	Bronze
4	Use of Mobile Devices	Offline Books	DDB Group Singapore	Math Paper Press (Books Actually)	Bronze
5	Use of Outdoor and Ambient	EZ-Donation Billboards (Dreams)	DDB Group Singapore	Community Chest Singapore	Bronze
6	Use of Outdoor and Ambient	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)	Silver
7	Use of Special Events and Stunt/Live Advertising	Clear Headers	DDB Group Singapore	Unilever Singapore	Bronze
8	Use of Digital & Social Platforms	Know Your English' Web Banners	Grey Group Singapore	British Council	Silver
9	Use of Mobile Devices	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf	Bronze
10	Use of Digital & Social Platforms	Share It To End It	JWT Singapore	CABCY - Coalition Against Bullying For Children and Youth	Silver
11	Use of Mobile Devices	Guardian Angel	JWT Singapore	Assoc.Of Women For Action And Research (AWARE)	Silver
12	Use of Special Events and Stunt/Live Advertising	Eukanuba Play Fetch	Saatchi & Saatchi	Proctor&Gamble International Operations SA S'pore Branch	Bronze
13	Use of Special Events and Stunt/Live Advertising	Reinventing the autograph	TBWA Singapore	adidas Singapore	Silver

INTEGRATED : BEST OF CATEGORY

Integrated	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)		
INTEGRATED					
1	Integrated	Arthur's Day - A Bold Night Out	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Bronze
2	Integrated	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Gold
3	Integrated	NIKE Bajak JKT	BBH Asia Pacific	NIKE	Silver
4	Integrated	4G4Good	DDB Singapore	StarHub	Gold
5	Integrated	#SG4SG	DDB Singapore	StarHub	Bronze
6	Integrated	Tiger Street Football 2014 - Uncage Football	Iris Worldwide	Heineken Asia Pacific	Bronze
7	Integrated	"Go EveryWhere"	Leo Burnett Group Singapore	Skyscanner Private Limited	Bronze

ENTERTAINMENT & BRANDED CONTENT

1	Live Experience	Arthur's Day Out - A Bold Night Out	BBDO Proximity Singapore	Asia Pacific Breweries Singapore	Bronze
2	Use or Integration of Digital or Social Media	World Under Water	BBDO Proximity Singapore	CarbonStory LLP	Gold
3	Live Experience	NIKE Bajak JKT	BBH Asia Pacific	NIKE	Gold
4	Use or Integration of Digital or Social Media	IKEA April Fools - Woman Found Living in IKEA	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)	Bronze
5	Live Experience	See The Big Picture	Germis Singapore	Singapore Press Holdings Ltd	Bronze
6	Live Experience	Heineken Sunrise	Iris Worldwide	Asia Pacific Breweries (Singapore) Pte Ltd	Silver
7	Non-fiction Programme, Series or Film	adidas team-ups	TBWA Singapore	adidas Singapore	Bronze

INNOVATION

1	Innovation	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf	Bronze
2	Innovation	Guardian Angel	JWT Singapore	Assoc.Of Women For Action And Research (AWARE)	Bronze

BEST OF CSR

Logos Against Breast Cancer - Facebook, Instagram, Twitter	DDB Singapore	Breast Cancer Foundation
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NEXGEN CHALLENGE - Professional Category

NexGen	Shum Qi Hao/ Firrdaus Yusoff/ Pimwadee Lai	BBDO Singapore
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NEXGEN CHALLENGE - Students Category

NexGen	Fenny Kor/ Tricia Tan/ Jermaine Lau	Ngee Ann Polytechnic
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SPECIAL AWARDS

Young Art Director of the Year	Germaine Chen	BBH Asia Pacific
Young Designer of the Year	Bernando Nurtjahjana	Black Design Pte Ltd
Photographer of the Year	Simon Burstall	Publicis Singapore
Director of the Year	Damon Cameron	Collider Films + Ogilvy & Mather Singapore
	Ulf Johansson	Song Zu Singapore
Unsung Hero of the Year	Michelle Tan Meng Hoon	Creative Services Director, Tribal DDB
	Jasmine Quek	Creative Services Director, Tribal BBH
	Suzana Kamis	PA to CEO & CCO, ex-Grey (now at McDonald's)
Production Company of the Year	Freeflow Productions	
Design Agency of the Year	Black Design	
Independent Agency of the Year	Black Design	
Digital Agency of the Year	BBH Asia Pacific	
Advertiser of the Year	Asia Pacific Breweries Singapore	
Creative Client of the Year	Yeong Tze Kuen	Ikano Pte Ltd (IKEA S'pore)

Agency of the Year	BBDO Proximity Singapore
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BEST OF SHOW

IKEA BOOKBOOK	BBH Asia Pacific	Ikano Pte Ltd (IKEA S'pore)
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