

No.	Entry code	Category	Entry Title	Entrant Company	Client Company	Prize	Best of Category
	A - BRANDED CONTENT & ENTERTAINMENT						
	A2 - Non-Fiction Program, Series or Film						
1	17-121	Pitching French Films to Hollywood		Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Gold	Best of Category
	A6 - Live Experience						
1	17-394	Chang Urban Pulse - Chang		Iris Worldwide Singapore	Chang Beer	Bronze	
2	17-397	Romeo & Juliet - Philips		Iris Worldwide Singapore	Philips	Finalist	
	A11 - Integrated Campaign led by Content Platform						
1	17-122	Pitching French Films to Hollywood		Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Gold	
2	17-306	The Great Singapore Replay		Zeno Communications Singapore Pte Ltd	Temasek	Bronze	
	B. CYBER						
	B1 - Web Campaign						
1	17-157	AETP		MullenLowe Singapore	Oriental Film Production House	Finalist	
	B2 - Website and Microsite						
1	17-140	Defeat All Monsters		Ogilvy & Mather Singapore	The 4A's Limited	Bronze	
2	17-307	The Great Singapore Replay		Zeno Communications Singapore Pte Ltd	Temasek	Finalist	
	B4 - Innovative Online Ad Solution						
1	17-153	NETQUIPX		R/GA Singapore	Netflix	Silver	
	B5 - Social/Viral Video						
1	17-259	IKEA - IKEA Catalogue 2018 (The Human Catalogue)		Freeflow Productions	BBH Singapore	Bronze	
2	17-341	Justice Bao - The Suspicious Travel Agent		TBWA Singapore	Singapore Tourism Board	Finalist	
	B7 - Webisodes/Series						
1	17-124	Pitching French Films to Hollywood		Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Silver	
2	17-308	The Great Singapore Replay		Zeno Communications Singapore Pte Ltd	Temasek	Finalist	
	B19 - Integrated Multi-Platform Campaign						
1	17-193	Little Hands		MullenLowe Singapore	Magical Light Foundation Asia	Finalist	
2	17-309	The Great Singapore Replay		Zeno Communications Singapore Pte Ltd	Temasek	Silver	
	B24 - Illustration & Graphic Design						
1	17-142	Defeat All Monsters		Ogilvy & Mather Singapore	The 4As' Limited	Silver	
	B27 - Copy/Editorial						
1	17-271	Count On Me Singapore		DDB Group Singapore	Not applicable	Finalist	
	B28 - Innovative Use of Technology						
1	17-110	The Cognitive Collection		Ogilvy & Mather Singapore	IBM Watson	Finalist	
	B29 - Overall Aesthetic Design/Best Practice						
1	17-145	Defeat All Monsters		Ogilvy & Mather Singapore	The 4As' Limited	Finalist	
	C. DESIGN						
	C1 - 360º Brand Identity						
1	17-010	The Maples Niseko		Bureau	Keimin Investments Pte Ltd	Bronze	
1	17-003	Yu Hua Tailor		JAY-L	YU HUA TAILOR	Finalist	
	C4 -Magazines & Newspapers						
1	17-007	Rubbish Famzine No.6		KINETIC SINGAPORE	HOLYCRAP.SG	Silver	
	C5 - Book Design						
1	17-011	HHH-Horses, Hippotherapy, Heroes		Bureau	Riding for the Disabled Association of Singapore (RDA)	Silver	
	C10 - Broadcast and Animated Communication						
1	17-006	Dita Audio		TMRRW	Black Pte Ltd	Finalist	
2	17-005	Discovery Asia Regional Channel Rebrand		TMRRW	Discovery Networks Asia-Pacific Pte Ltd	Bronze	
	C12 - Packaging						
1	17-012	Kele Mooncakes Packaging		Bureau	Kele Singapore/ Capen Marketing Pte Ltd	Finalist	
2	17-008	Rubbish Famzine No.6		KINETIC Singapore	HOLYCRAP SG	Finalist	
	C13 - Self-promotion						
1	17-009	Rubbish Famzine No.6		KINETIC SINGAPORE	HOLYCRAP SG	Bronze	
2	17-160	Buddy		MullenLowe Singapore	LifeBuoy	Bronze	
	C15 - Websites/Microsites						
1	17-146	Defeat All Monsters		Ogilvy & Mather Singapore	The 4A's Limited	Finalist	
	C18 - Permanent Retail Space						

1	17-070	O+ Eyewear	Laank Pte Ltd	Eden Eyeland Pte Ltd	Bronze	
C19 - Temporary Retail Space						
1	17-225	Gallery Children's Biennale	GOVT Singapore	National Gallery Singapore	Bronze	
C21 - Non-commercial Exhibitions						
1	17-062	TOMORROW: Design Stories of Our Future	BLACK	Singapore Furniture Industries Council	Bronze	Best of Category
2	17-063	Art-Zoo Inflatable Park	BLACK	Pico Art International	Gold	
3	17-016	Iskandar Jalil: Kembara Tanah Liat (Clay Travels)	Factory 1611 Creatives Pte Ltd	National Gallery Singapore	Silver	
C22 - GONG for Good						
1	17-310	The Great Singapore Replay	Zeno Communications Singapore Pte Ltd	Temasek	Finalist	
D. DIRECT						
D1 - Direct Response/Digital						
1	17-272	ADOPT A MEME	DDB Group Singapore	SPCA	Gold	
2	17-194	Little Hands	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
3	17-147	Defeat All Monsters	Ogilvy & Mather Singapore	The 4A's Limited	Bronze	
4	17-345	Justice Bao - The Missing Travel Insurance	TBWA Singapore	Singapore Tourism Board	Silver	
D2 - Direct Response/Mobile						
1	17-189	Ella	MullenLowe Singapore	Singapore Red Cross	Finalist	
D4 - Direct Response/TV & Cinema Advertising						
1	17-125	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Finalist	
D5 - Direct Response/Ambient						
1	17-220	A 'Fine' Way to Save	Cohort Communications	Budget Direct Insurance Singapore	Finalist	
2	17-344	Chinatown Comes Alive	TBWA Singapore	Singapore Tourism Board	Bronze	
D7 - Direct Mail						
1	17-221	A 'Fine' Way to Save	Cohort Communications	Budget Direct Insurance Singapore	Bronze	
D8 - Use of New Technology in a Direct Marketing Campaign						
1	17-403	Holideck - Royal Caribbean	Iris Worldwide Singapore	Royal Carribean International	Finalist	
2	17-112	The Cognitive Collection	Ogilvy & Mather Singapore	IBM Watson	Bronze	
3	17-343	Chinatown Comes Alive	TBWA Singapore	Singapore Tourism Board	Bronze	
E. FILM & TV						
E1 - TV & Cinema Commercial 45 seconds and under						
1	17-165	Bridezilla	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
2	17-166	Bullish Boss	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
3	17-167	Tiny Tantrum	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
4	17-184	Sniper	MullenLowe Singapore	Catchplay	Finalist	
E2 - TV & Cinema Commercial 60 seconds and/or over						
1	17-018	Rise	BBDO Singapore	Asia Pacific Breweries Singapore	Gold	
2	17-238	GOOD QUESTION	BLJK	The Learning Lab	Bronze	
3	17-275	The Magic of Love	DDB Group Singapore	StarHub	Finalist	
4	17-276	Kung Fu Fighter, Hidden Sugar	DDB Group Singapore	Ministry of Communications and Information	Silver	
5	17-277	Esso 02:23 Heroes	DDB Group Singapore	ExxonMobil Asia Pacific Pte Ltd	Bronze	
6	17-133	Travel Bravely	Ogilvy & Mather Singapore	Singtel	Bronze	
7	17-148	The Real Social Network	Ogilvy & Mather Singapore	MCCY	Bronze	
8	17-352	This is Where	TBWA Singapore	Singapore Tourism Board	Gold	
E3 - Low Budget TV & Cinema Commercial \$50,000 and under						
1	17-278	McDonald's Samurai Teaser	DDB Group Singapore	McDonald's	Bronze	
2	17-279	McDonald's Samurai Gameplay	DDB Group Singapore	McDonald's	Bronze	
E4 - Online/Viral Film						
1	17-019	Rise	BBDO Singapore	Asia Pacific Breweries Singapore	Gold	
2	17-020	Home	BBDO Singapore	Asia Pacific Breweries Singapore	Silver	
3	17-022	Home	BBDO Singapore	Asia Pacific Breweries Singapore	Silver	
4	17-239	GOOD QUESTION	BLJK	The Learning Lab	Bronze	
5	17-280	Manulife Ready CompleteCare 'Cover for me bro'	DDB Group Singapore	Manulife (Singapore) Pte Ltd	Bronze	
6	17-281	Kung Fu Fighter, Hidden Sugar	DDB Group Singapore	Ministry of Communications and Information	Bronze	
7	17-086	UOB Dining Advisor	GERMS Digital	UOB Cards	Finalist	
8	17-381	HOTELS.COM - EXTREME SAVINGS CAMPAIGN/Noodles	Grey Group Pte Ltd	Hotels.com an Expedia Inc. Brand	Finalist	
9	17-126	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Gold	
10	17-346	Maybelline Snapchat Hack	TBWA Singapore	L'Oreal Singapore	Silver	
11	17-348	Suicide is Serious	TBWA Singapore	Samaritans of Singapore	Bronze	

12	17-350	The Magic Pen	TBWA Singapore	Singapore Airlines	Bronze	
13	17-351	This is Where	TBWA Singapore	Singapore Tourism Board	Gold	
14	17-353	Justice Bao - The Missing Travel Insurance (C7)	TBWA Singapore	Singapore Tourism Board	Silver	
15	17-354	Justice Bao - The Mysterious Terms & Conditions (C7)	TBWA Singapore	Singapore Tourism Board	Silver	
16	17-355	Justice Bao - The Suspicious Travel Agent (C7)	TBWA Singapore	Singapore Tourism Board	Bronze	
	<b>E5 - Branded Content &amp; Entertainment Film &amp; Series</b>					
1	17-021	Rise	BBDO Singapore	Asia Pacific Breweries Singapore	Gold	
2	17-127	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Gold	
	<b>E7 - Direction</b>					
1	17-390	EdgeProp Presents: Under One Roof	Directors Think Tank Pte Ltd	Edge Prop Singapore	Silver	
2	17-241	NTUC Income - People First	Freeflow Productions	BBH Singapore	Bronze	
3	17-255	MCCY - The Real Social Network	Freeflow Productions	Ogilvy & Mather Singapore	Silver	
4	17-260	Manulife Ready CompleteCare 'Cover for me bro'	Freeflow Productions	Tribal Worldwide Pte Ltd	Bronze	
5	17-087	UOB Dining Advisor	GERMS Digital	UOB Cards	Finalist	
6	17-168	Bridezilla	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
7	17-169	Bullish Boss	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Gold	
8	17-170	Tiny Tantrum	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
9	17-186	Sniper	MullenLowe Singapore	Catchplay	Bronze	
10	17-320	Rise	The Prosecution Film Company Pte Ltd	Asia Pacific Breweries	Gold	
11	17-323	TIGER BEER HOME	The Prosecution Film Company Pte Ltd	Asia Pacific Breweries	Silver	
12	17-324	Where Passion is Made Possible	The Prosecution Film Company Pte Ltd	TBWA SINGAPORE	Gold	
	<b>E8 - Script</b>					
1	17-240	GOOD QUESTION	BLJK	The Learning Lab	Finalist	
2	17-149	The Real Social Network	Ogilvy & Mather Singapore	MCCY	Bronze	
3	17-359	This is Where	TBWA Singapore	Singapore Tourism Board	Silver	
	<b>E9 - Casting</b>					
1	17-171	Bridezilla	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
2	17-172	Bullish Boss	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
3	17-128	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Silver	
4	17-347	Maybelline Snapchat Hack	TBWA Singapore	L'Oreal Singapore	Silver	
5	17-360	This is Where	TBWA Singapore	Singapore Tourism Board	Silver	
	<b>E10 - Production Design/Art Direction</b>					
1	17-274	Kung Fu Fighter, Secret Weapon	DDB Group Singapore	Health Promotion Board	Bronze	
2	17-174	Bridezilla	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
3	17-175	Bullish Boss	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
4	17-176	Tiny Tantrum	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
5	17-188	Sniper	MullenLowe Singapore	Catchplay	Silver	
6	17-356	A Safety Journey Through Singapore	TBWA Singapore	Singapore Airlines	Gold	
7	17-321	RISE	The Prosecution Film Company Pte Ltd	Asia Pacific Breweries	Silver	
8	17-325	Where Passion is Made Possible	The Prosecution Film Company Pte Ltd	TBWA SINGAPORE	Silver	
	<b>E11 - Cinematography</b>					
1	17-023	Home	BBDO Singapore	Asia Pacific Breweries Singapore	Bronze	
2	17-024	What's Your Why?	BBDO Singapore	AIA Company Limited	Silver	
3	17-252	Starhub #RegardlessOfColour	Freeflow Productions	DDB GROUP SINGAPORE	Bronze	
4	17-256	MCCY - The Real Social Network	Freeflow Productions	Ogilvy & Mather Singapore	Silver	
5	17-089	UOB Dining Advisor	GERMS Digital	UOB Cards	Bronze	
6	17-177	Bridezilla	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
7	17-178	Bullish Boss	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
8	17-357	A Safety Journey Through Singapore	TBWA Singapore	Singapore Airlines	Gold	
9	17-322	RISE	The Prosecution Film Company Pte Ltd	Asia Pacific Breweries	Gold	
10	17-326	Where Passion is Made Possible	The Prosecution Film Company Pte Ltd	TBWA SINGAPORE	Gold	
	<b>E12 - Editing</b>					
1	17-242	NTUC Income - People First	Freeflow Productions	BBH Singapore	Bronze	
2	17-249	Noise Singapore - The Great Singapore Replay	Freeflow Productions	Zeno Group Singapore	Bronze	
3	17-253	Starhub #RegardlessOfColour	Freeflow Productions	DDB GROUP SINGAPORE	Bronze	
4	17-257	MCCY - The Real Social Network	Freeflow Productions	Ogilvy & Mather Singapore	Silver	
5	17-261	Manulife Ready CompleteCare 'Cover for me bro'	Freeflow Productions	Tribal Worldwide Pte Ltd	Bronze	
6	17-400	Reserved - MBS	Iris Worldwide Singapore	Marina Bay Sands	Finalist	
7	17-267	Guinness Rise	KRAFTW5RKZ PTE LTD	APB SINGAPORE	Silver	
8	17-268	Where Passion is Made Possible	KRAFTW5RKZ PTE LTD	TBWA SINGAPORE	Silver	

	9	17-179	Bridezilla	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
	10	17-180	Bullish Boss	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
	11	17-358	A Safety Journey Through Singapore	TBWA Singapore	Singapore Airlines	Silver	
	E13 - Use of Original Music						
	1	17-283	MCCY Hari Raya TVC	DDB Group Singapore	MCCY	Finalist	
	2	17-066	Visa PayWave 'Magic Beep'	Fuse Adventures in Audio	Visa Worldwide Pte Limited	Bronze	
	3	17-077	Tiger Beer Char Siew	SONG ZU SINGAPORE	Asia Pacific Breweries Singapore	Bronze	
	4	17-078	AIA What's Your Why	SONG ZU SINGAPORE	AIA Group	Silver	
	5	17-079	Singapore Tourism Board - Where Passion Is Made Possible	SONG ZU SINGAPORE	Singapore Tourism Board	Gold	
	6	17-080	Guinness Rise	SONG ZU SINGAPORE	Asia Pacific Breweries Singapore	Gold	
	E14 - Use of Licensed or Adapted Music						
	1	17-025	Home	BBDO Singapore	Asia Pacific Breweries Singapore	Bronze	
	2	17-380	Soldiers For Life	Grey Group Pte Ltd	Proctor & Gamble Singapore Pte Ltd	Bronze	
	3	17-081	Tiger Beer Melting Pot	SONG ZU SINGAPORE	Heineken Asia Pacific	Silver	
	E15 - Sound Design						
	1	17-313	Licence to Thrill	Havas Singapore	Porsche Asia Pacific Pte Ltd	Bronze	
	2	17-181	Bridezilla	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
	3	17-182	Bullish Boss	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
	4	17-183	Tiny Tantrum	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Bronze	
	5	17-082	Singapore Tourism Board - Where Passion Is Made Possible	SONG ZU SINGAPORE	Singapore Tourism Board	Silver	
	F. INNOVATION						
	F - Innovation						
	1	17-113	The Cognitive Collection	Ogilvy & Mather Singapore	IBM Watson	Finalist	
	G. INTEGRATED						
	G1 - Integrated Multi-channel Communication						
	1	17-285	McDonald's Minions	DDB Group Singapore	McDonald's	Bronze	
	2	17-266	OCBC Bank - Stay True	GOVT Singapore	OCBC Bank	Silver	
	3	17-314	You know the Queen. Now meet Elizabeth	Havas Singapore	Netflix	Silver	
	4	17-129	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Bronze	
	G2 - Earned Media Campaign Communication						
	1	17-284	McDonald's Nasi Lemak	DDB Group Singapore	McDonald's	Bronze	
	H. MEDIA						
	H4 - Use of Outdoor/Ambient						
	1	17-315	You know the Queen. Now meet Elizabeth	Havas Singapore	Netflix	Gold	
	2	17-162	Buddy	MullenLowe Singapore	LifeBuoy	Silver	
	H5 - Use of Events and Stunts						
	1	17-393	Chang Urban Pulse - Chang	Iris Worldwide Singapore	Chang Beer	Finalist	
	2	17-396	Romeo & Juliet - Philips	Iris Worldwide Singapore	Philips	Silver	
	H7 - Use of Social Platforms						
	1	17-289	ADOPT A MEME	DDB Group Singapore	SPCA	Silver	
	2	17-290	Red Cross Instasave	DDB Group Singapore	Singapore Red Cross	Finalist	
	3	17-361	Maybelline Snapchat Hack	TBWA Singapore	L'Oreal Singapore	Bronze	
	H8 - Use of Mobile Devices						
	1	17-291	PowerBooks	DDB Group Singapore	PowerBooks	Bronze	
	2	17-190	Ella	MullenLowe Singapore	Singapore Red Cross	Bronze	
	H9 - Use of Other Digital Platforms						
	1	17-155	NETQUIPX	R/GA APAC	Netflix	Silver	
	H11 - Use of Integrated Media						
	1	17-286	McDonald's Nasi Lemak Returns	DDB Group Singapore	McDonald's	Silver	
	2	17-316	You know the Queen. Now meet Elizabeth	Havas Singapore	Netflix	Gold	
	3	17-195	Little Hands	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
	H12 - GONG for Good						
	1	17-213	Buy My Daughter	Blak Labs	Hagar Singapore	Finalist	
	30	17-158	AETP	MullenLowe Singapore	Oriental Film Production House	Bronze	
	I. MOBILE						

	I6 - Mobile Websites					
1	17-292	PowerBooks	DDB Group Singapore	PowerBooks	Finalist	
	J. OUTDOOR & POSTER					
	J1 - Posters designed for existing sites					
1	17-026	In Safe Hands - Fingerprint	BBDO Singapore	Visa Singapore	Bronze	
2	17-027	In Safe Hands - Passcode	BBDO Singapore	Visa Singapore	Bronze	
3	17-028	In Safe Hands - Pattern	BBDO Singapore	Visa Singapore	Finalist	
	J2 - Free format posters designed for indoor use					
1	17-293	Coming of Age - Clubbing	DDB Group Singapore	Breast Cancer Foundation	Silver	
2	17-294	Coming of Age - Drinking	DDB Group Singapore	Breast Cancer Foundation	Silver	
3	17-295	Coming of Age - Driving	DDB Group Singapore	Breast Cancer Foundation	Bronze	
4	17-296	Coming of Age - Credit Card	DDB Group Singapore	Breast Cancer Foundation	Finalist	
5	17-297	Coming of Age - R-movies	DDB Group Singapore	Breast Cancer Foundation	Bronze	
6	17-298	Coming of Age - Smoking	DDB Group Singapore	Breast Cancer Foundation	Silver	
7	17-200	Guan Yu	MullenLowe Singapore	Hyundai (neocorp S.A.S)	Bronze	
8	17-201	Napoleon	MullenLowe Singapore	Hyundai (neocorp S.A.S)	Bronze	
9	17-202	Ramses	MullenLowe Singapore	Hyundai (neocorp S.A.S)	Bronze	
10	17-203	Twice Upset (Coffee)	MullenLowe Singapore	Breeze Laundry Detergent (Unilever)	Bronze	
11	17-204	Twice Upset (Ink)	MullenLowe Singapore	Breeze Laundry Detergent (Unilever)	Silver	
12		Twice Upset (Mustard)	MullenLowe Singapore	Breeze Laundry Detergent (Unilever)	Bronze	
13	17-206	Twice Upset (Soy Sauce)	MullenLowe Singapore	Breeze Laundry Detergent (Unilever)	Bronze	
	J3 - Interactive, static or animated digital posters specially designed for digital sites					
1	17-299	Weather View	DDB Group Singapore	Johnson & Johnson	Finalist	
2	17-132	Every Big Mess was Once a Little Dirt	Ogilvy & Mather Singapore	Phillips Malaysia Sdn Bhd	Finalist	
	J4 - Public Service (Billboards/Posters)					
1	17-364	Suicide is Serious	TBWA Singapore	Samaritans of Singapore	Finalist	
	J5 - Small Scale Special Solutions					
1	17-300	PowerBooks	DDB Group Singapore	National Book Development Council of Singapore (NBDCS)	Silver	
2	17-317	You know the Queen. Now meet Elizabeth	Havas Singapore	Netflix	Bronze	
3	17-163	Buddy	MullenLowe Singapore	LifeBuoy	Finalist	
	J7 - Live stunts and promotional events					
1	17-395	Chang Urban Pulse - Chang	Iris Worldwide Singapore	Chang Beer	Finalist	
2	17-116	The Cognitive Collection	Ogilvy & Mather Singapore	IBM Watson	Finalist	
	J9 - Integrated Campaigns led by Outdoor					
1	17-318	You know the Queen. Now meet Elizabeth	Havas Singapore	Netflix	Gold	Best of Category
2	17-196	Little Hands	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Silver	
	J10 - GONG for Good					
1	17-197	Little Hands	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Gold	
	J11 - Copywriting					
1	17-117	French Film Festival - Girl (C2)	Ogilvy & Mather Singapore	French Embassy of Singapore	Bronze	
2	17-118	French Film Festival - Tickle Her (C2)	Ogilvy & Mather Singapore	French Embassy of Singapore	Bronze	
3	17-119	French Film Festival - For Sale (C2)	Ogilvy & Mather Singapore	French Embassy of Singapore	Bronze	
4	17-120	French Film Festival - Hey Stupid (C2)	Ogilvy & Mather Singapore	French Embassy of Singapore	Silver	
	J15 - Photography					
1	17-094	Owl	Nemesis Picture Pte Ltd	Birdlife International	Gold	
2	17-095	Cockatoo	Nemesis Picture Pte Ltd	Birdlife International	Silver	
3	17-096	Eagle	Nemesis Picture Pte Ltd	Birdlife International	Gold	
4	17-097	Kingfisher	Nemesis Picture Pte Ltd	Birdlife International	Bronze	
5	17-098	Hornbill	Nemesis Picture Pte Ltd	Birdlife International	Silver	
	K. PRINT & PUBLISHING					
	K2 - Beverages — Alcoholic & Non-Alcoholic					
1	17-035	Bring The Pub Home - Living Room	BBDO Singapore	Asia Pacific Breweries	Bronze	
2	17-037	Bring The Pub Home - Kitchen	BBDO Singapore	Asia Pacific Breweries	Finalist	
	K4 - Pharmaceuticals, Beauty Products, Cosmetics & Toiletries					
1	17-192	Hair Graph	MullenLowe Singapore	CLEAR Anti-Dandruff Shampoo / Unilever	Finalist	
	K5 - Household Cleaning Products					
1	17-207	Twice Upset (Coffee)	MullenLowe Singapore	Breeze Laundry Detergent (Unilever)	Bronze	
2	17-208	Twice Upset (Ink)	MullenLowe Singapore	Breeze Laundry Detergent (Unilever)	Bronze	

3	17-209	Twice Upset (Mustard)	MullenLowe Singapore	Breeze Laundry Detergent (Unilever)	Bronze	
4	17-210	Twice Upset (Soy Sauce)	MullenLowe Singapore	Breeze Laundry Detergent (Unilever)	Bronze	
	K36 - Art Direction					
1	17-038	Bring The Pub Home - Living Room	BBDO Singapore	Asia Pacific Breweries Singapore	Finalist	
2	17-039	Bring The Pub Home - Kitchen	BBDO Singapore	Asia Pacific Breweries Singapore	Finalist	
3	17-040	Bring The Pub Home - Dining Room	BBDO Singapore	Asia Pacific Breweries Singapore	Finalist	
	K39 - Photography					
1	17-041	Bring The Pub Home - Living Room	BBDO Singapore	Asia Pacific Breweries Singapore	Finalist	
2	17-042	Bring The Pub Home - Kitchen	BBDO Singapore	Asia Pacific Breweries Singapore	Finalist	
3	17-043	Bring The Pub Home - Dining Room	BBDO Singapore	Asia Pacific Breweries Singapore	Finalist	
4	17-099	Owl	Nemesis Picture Pte Ltd	Birdlife International	Gold	
5	17-100	Eagle	Nemesis Picture Pte Ltd	Birdlife International	Gold	Best of Category
6	17-101	Cockatoo	Nemesis Picture Pte Ltd	Birdlife International	Silver	
7	17-102	Hornbill	Nemesis Picture Pte Ltd	Birdlife International	Silver	
8	17-103	Kingfisher	Nemesis Picture Pte Ltd	Birdlife International	Bronze	
	L. PROMO & ACTIVATION					
	L1 - Use of Promotional Events & Stunts					
1	17-222	A 'Fine' Way to Save	Cohort Communications	Budget Direct Insurance Singapore	Bronze	
2	17-398	Romeo & Juliet - Philips	Iris Worldwide Singapore	Philips	Gold	Best of Category
	L2 - Use of Live Shows/Concerts/Festivals					
1	17-114	The Cognitive Collection	Ogilvy & Mather Singapore	IBM Watson	Gold	
	L3 - Use of Exhibitions and Installations					
1	17-369	Trishaw 360	TBWA Singapore	Singapore Tourism Board	Silver	
	L4 - Use of Ambient in a Promotional Campaign					
1	17-319	You know the Queen. Now meet Elizabeth	Havas Singapore	Netflix	Silver	
2	17-370	Chinatown Comes Alive	TBWA Singapore	Singapore Tourism Board	Bronze	
	L6 - Product Launch/Re-launch or Multi-Product Promotion					
1	17-371	PLAY EVERYTHING PS4	TBWA Singapore	Sony Interactive Entertainment Singapore (PlayStation)	Silver	
	L7 - Use of Broadcast in a Promotional Campaign					
1	17-130	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Finalist	
	L10 - Sponsorship or Partnership Campaigns					
1	17-111	The Cognitive Collection	Ogilvy & Mather Singapore	IBM Watson	Gold	
	L11 - Use of Digital Advertising in a Promotional Campaign					
1	17-159	AETP	MullenLowe Singapore	Oriental Film Production House	Finalist	
2	17-131	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise de Singapour	Bronze	
3	17-372	Chinatown Comes Alive	TBWA Singapore	Singapore Tourism Board	Bronze	
	L12 - Use of New Technology in a Promotional Campaign					
1	17-115	The Cognitive Collection	Ogilvy & Mather Singapore	IBM Watson	Gold	
	L13 - Use of Social in a Promotional Campaign					
1	17-301	ADOPT A MEME	DDB Group Singapore	SPCA	Gold	
	L15 - GONG for Good					
1	17-302	The LampPost Project	DDB Group Singapore	Singapore Association of Mental Health	Finalist	
	M. RADIO					
	M6 - Cars & Automotive Services					
1	17-305	Parking Troubles	DDB Group Singapore	Volkswagen	Bronze	
	M8 - Sports, Entertainment, Travel & Leisure					
1	17-374	Modern Classics - Warm Romeo (C9)	TBWA Singapore	Singapore Repertory Theatre	Finalist	
	M9 -Financial Products & Services					
1	17-044	Long - Name	BBDO Singapore	Visa Singapore	Silver	
2	17-045	Long - Town	BBDO Singapore	Visa Singapore	Silver	
3	17-046	Long - Email	BBDO Singapore	Visa Singapore	Bronze	
	M18 - Use of Radio as a Medium					
1	17-304	Parking Troubles	DDB Group Singapore	Volkswagen	Finalist	

Agency of the Year - MullenLowe  
Production Company of the Year - Nemesis  
Digital Agency of the Year - Ogilvy & Mather

Independent Agency of the Year - Black  
Design Agency of the Year - Black  
Producer of the Year - Audrea Bligh, Caroline Frances & Ann May Chua  
Director of the Year - Roslee Yusof, Freeflow  
Photographer of the Year - Jeremy Wong, Nemesis  
Young Art Director of the Year - Farhan Darma, Havas  
Young Copywriter of the Year - Lena Paik, TBWA  
Advertiser of the Year - Unilever  
Grand Prix - Ogilvy & Mather