



## EFFIE SINGAPORE 2014 WINNERS LIST

TYPE	CATEGORY	CAMPAIGN TITLE	BRAND	ADVERTISER	ADVERTISING/ MEDIA AGENCIES
Gold	Beverages - Alcohol	Arthur's Day 2013	Guinness	Asia Pacific Breweries Singapore	BBDO Singapore/ ZenithOptimedia Singapore
	Non-Profit / Pro-Bono / Public Service	I Quit 28 Day Countdown	Health Promotion Board – I QUIT	Health Promotion Board	Ogilvy & Mather Singapore/ OMD Singapore
	Government / Institutional / Recruitment	Recipe	Health Promotion Board	Health Promotion Board	DDB Group Singapore/ OMD Singapore
	Government / Institutional / Recruitment	The Great Human Experiment	Go the Extra Mile for Service (GEMS Up) Movement	Singapore Tourism Board	Ogilvy & Mather Singapore
Silver	Financial Services - Products/Services	Avoid The Unexpected	DBS Bank Ltd	DBS Bank Ltd	DDB Group Singapore/ Havas Media Singapore
	Beauty Products & Services	Huggies Signature Move	Huggies	Kimberly Clarke	Ogilvy & Mather Singapore/ Mindshare Singapore
	Fast food, Casual Dining and Restaurants	Just Another Shrimp Burger, Hai!	McDonald's	McDonald's Restaurant Pte. Ltd (Singapore)	DDB Group Singapore / OMD Singapore
	Corporate Reputation / Professional Services	Singtel's Hawker Heroes	Singapore Telecommunications Ltd	Singapore Telecommunications Ltd	BBDO Singapore/ MEC Singapore
	Beverages – Non-Alcohol	The 36-Hour Day	Dark Dog	Teerath & Co. Pte Ltd	Y&R Singapore/ Construct Digital

Bronze	Leisure Products / Other Consumer Goods	Bridging The Divide	Panadol Cold & Cough	GlaxoSmithKline Pte Ltd	Grey Group Singapore/ Mindshare Singapore
	Non-Profit / Pro-Bono / Public Service	Dengue Fighters	National Environment Agency	National Environment Agency	DDB Group Singapore/ OMD Singapore
	Financial Services - Products/Services	Little Things Matter	Aviva	Aviva Ltd Singapore	BBDO Singapore / ZenithOptimedia Singapore
	Financial Services – Cards	MAPS	MasterCard Asia/Pacific Pte Ltd	MasterCard Asia/Pacific Pte Ltd	UM Singapore / McCann Worldgroup Singapore
	Fast food, Casual Dining and Restaurants	McDonald's Spicy Face-off	McDonald's	McDonald's Restaurant Pte. Ltd (Singapore)	DDB Group Singapore / OMD Singapore
	Corporate Reputation/Professional Services	When Granny Meets Little Sally	McDonald's	McDonald's Restaurant Pte. Ltd (Singapore)	DDB Group Singapore / OMD Singapore