



## THE 4AS LIMITED

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111 Middle Road #02-01 National Design Centre Singapore 188969 • Tel: 6836-0600 • Fax: 6836-0700 • [www.4as.org.sg](http://www.4as.org.sg) • Reg: 199304251D

### Media Release

Thursday, August 30, 2018  
For Immediate Release

### SMA 2018 Winners Announced

At the fourteenth presentation of the Singapore Media Awards (SMA) last evening, winners were announced at a 'snazzily' vibrant and colourful gala dinner at Marina Bay Sands, Singapore.

The **Grand Prix** was presented to Carat Singapore for its entry 'ACM, The HipStory of Joseon Korea' for National Heritage Board – Asian Civilisations Museum.

Mindshare Singapore took home the coveted **Media Agency of The Year** title while Coca-Cola Far East Limited bagged the **Brand of the Year** award.

Awards were also presented to winners of the Single Media Awards, Achievement Awards as well as the Brand Awards, SMA NexGen and Specialist Awards.

### Best Use of Digital

WTA FINALS 2017  
Mindshare Singapore  
Lagardere Sports Asia Pte Ltd

### Best Use of Mobile

Subway Buy One Get One 2017  
Mediacom Singapore  
Subway Singapore Pte Ltd

### Best use of Search

Taking the Love of Learning to the Heartlands  
OMD Singapore  
The Learning Lab

### Best Use of Newspaper

Samsung #S9AfterDark  
Starcom Media Worldwide  
Samsung Asia Pte Ltd



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### **Best Use of Out-of-Home**

Fizz Up With #CokeBreak5  
Mediacom Singapore  
Coca-Cola Far East Limited

### **Best Use of Audio**

ACM, The HipStory of Joseon Korea  
Carat Singapore  
National Heritage Board – Asian Civilisations Museum

### **Best Use of Video**

Times Have Changed  
OMD Singapore  
NTUC Income Insurance Co-operative Limited

### **Best Business to Business Campaign**

Trendjacking in B2B  
Mindshare  
IBM

### **Best Experiential Marketing**

Coca-Cola Zero Sugar – Taste It To Believe It!  
MediaCom Singapore  
Coca-Cola Far East Limited

### **Best Integrated Media Campaign**

McDonald's Minions Takeover  
OMD Singapore Pte Ltd  
Hanbaobao Pte Ltd

### **Best Use of Budget**

ACM, The HipStory of Joseon Korea  
Carat Singapore  
National Heritage Board - Asian Civilisations Museum



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### **Best Millennial Campaign**

Biore Bare Face Off  
IPG Mediabrands (S) Pte Ltd (UM Singapore)  
Kao Singapore Private Limited

### **Best CSR Campaign**

Share #YRRReasonToRun  
IPG Mediabrands (S) Pte Ltd (Reprise Singapore)  
Singapore Prison Service

### **Best Use of Data**

Coca-Cola Social E-Commerce Pilot  
MediaCom Singapore  
Coca-Cola Far East Limited

### **Best Use of Content**

Times Have Changed  
OMD Singapore Pte Ltd  
NTUC Income Insurance Co-operative Limited

### **Best Social Media Campaign**

KFC Hot Devil Drumlets – The Biggest Little Comeback  
Mindshare Singapore  
KFC Singapore

### **Most Innovative Use of New Technology**

#Closeup  
Mindshare Singapore  
Unilever

### **Best Use of Programmatic**

Delivering True Hospitality Through Programmatic  
Mindshare Singapore  
InterContinental Hotels Group



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**Best Partnership (for a campaign) between a Media Owner and an Agency**

Taking the Chat Out of the Bot

Carat Singapore & S4M

LEGO Singapore

**Most Innovative Contribution to a Campaign by a Media Owner**

Jiak Ba Buay

Mediacorp Pte Ltd

Ministry of Communications & Information

**Brand Awards - Best Local Brand**

Income

**Brand Awards - Best International Brand**

McDonald's Singapore

**Brand Awards - Most Dynamic Local Brand**

Income

**Brand Awards - Most Dynamic International Brand**

KFC Singapore

**Brand Awards - Most Valuable Brand**

Prudential and its agency, Mindshare Singapore

**SMA 2018 NexGen Winner**

Fiona Lee and Rachel Ang

MediaCom Singapore

**SMA 2018 NexGen 1<sup>st</sup> Runner-Up**

Shermain Tan and Angie Ng

MediaCom Singapore

**SMA 2018 NexGen 2<sup>nd</sup> Runner-Up**

Sidharth Dokania and Shruti Harish

OMD Singapore



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### **Media Sales Person of the Year**

Veronica Chong  
Deputy Account Director  
Singapore Press Holdings Limited

### **Planner of the Year**

Divya Gundlapalli  
Account Manager  
Mindshare Singapore

### **Best Programmatic Specialist**

Pamela Awyong  
Programmatic Planner & Trader  
PHD Singapore

### **Best Direct Response Specialist**

Arjun Saksena  
Senior Performance Manager  
Wavemaker Singapore

### **Best Communications Strategist**

Harpreet Kaur  
Strategy Manager  
OMD Singapore Pte Ltd

### **Best SEM Practitioner**

Prashant Vedpathak  
Performance Manager  
OMD Singapore Pte Ltd

### **Media Professional of the Year**

Mahesh Easwaran  
Business Director  
MediaCom Singapore

### **Best Local Media Agency**

The Media Shop



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**Brand of the Year**

Coca-Cola Far East Limited

**Marketer of the Year**

Lim Kean Yew  
Director, Integrated Marketing Communications  
The Coca-Cola Company

**Grand Prix**

ACM, The HipStory of Joseon Korea  
Carat Singapore  
National Heritage Board - Asian Civilisations Museum

**Media Agency of the Year**

Mindshare Singapore

**About the Association of Accredited Advertising Agents Singapore (4As)**

The 4As is a non-profit trade association that represents advertising, media and marketing communications practitioners, agencies, and related businesses in Singapore.

4As' key objectives are to elevate the stature of this industry, provide a collective voice for the community, and nurture talent and creativity. To achieve its goals, the association works in close co-operation with other key stakeholders such as trade associations, education institutions and government bodies.

**Media Contact**

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