



THE 4AS LIMITED

38A North Canal Road Singapore 059294 • Tel: 6836-0600 • Fax: 6836-0700 • www.4as.org.sg • Reg: 199304251D

Media Release

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For Immediate Release

SMA 2017 Winners Announced

At the thirteenth presentation of the Singapore Media Awards (SMA) last evening, winners were announced at a snazzy 'Intimate' gala dinner at Shangri-la Hotel, Singapore.

The **Grand Prix or Best of Show** was presented to OMD Singapore Pte Ltd for its entry 'Back to School' for NTUC Income Insurance Co-operative Limited.

Both McDonald's and P&G Singapore Pte Ltd took the **Client of the Year** award while OMD Singapore Pte Ltd went home with the coveted **Media Agency of the Year** title.

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

Best Use of Digital

Capacity Based McDelivery
OMD Singapore
McDonald's

Best Use of Mobile

LANEIGE Mirror mirror on my phone, what's my best colour tone?
PHD Singapore
Amore Pacific Group Singapore

Best Use of Mobile

Wall's Happiness On The Go
Mindshare Singapore
Foods & Refreshment Singapore



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Best use of Search

Capacity Based McDelivery
OMD Singapore
McDonald's

Best Use of Television

Celebrity Car Wars
MEC Singapore
Caltex

Best Use of Out-of-Home

Dream Again
Mediacom
P&G Singapore Pte Ltd

Best Use of Radio

Live Life Full On
Mediacom
Shell Eastern Petroleum (Pte) Ltd

Best Use of Video

It's Time To Preserve What We Love
Starcom Media Worldwide
Asia Pacific Breweries (Singapore) Pte Ltd

Best Integrated Media Campaign

#GilletteSalutes the NSman in You
Mediacom
P&G Singapore Pte Ltd

Best Experiential Marketing Campaign

Unleash the Ninja Warrior in you!
Mediacom
P&G Singapore Pte Ltd



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Best Pan Asian Campaign

Celebrity Car Wars
MEC Singapore
Caltex

Best Use of Budget

Beauty Bar on the Go
Carat Singapore
L'OREAL Singapore

Best Millennial Campaign (NEW)

Kotex - Shed The Layers
Mindshare Singapore
Kimberly-Clark

Best CSR Campaign

Back To School
OMD Singapore Pte Ltd
NTUC Income Insurance Co-operative Limited

Best Use of Data

Always On Data
Performics
Scoot

Best Use of Content

Back To School
OMD Singapore Pte Ltd
NTUC Income Insurance Co-operative Limited

Best Social Media Campaign

#DoveHairTieChallenge
Mindshare Singapore
Unilever Singapore



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Most Innovative Use of New Technology

Capacity Based McDelivery
OMD Singapore
McDonald's

Most Innovative Contribution to a Campaign by a Media Owner

Martell Estate
JDCecaux Singapore Pte Ltd
Pernod Ricard Hong Kong Limited

SPH Merit Awards

OMD Singapore
NTUC Income Insurance Co-operative Limited

Strongest Brand (Local)

NTUC Income Insurance Co-operative Limited

Strongest Brand (International)

McDonald's

Most Progressive Local Brand

The Learning Lab

Highest Equity Generating Brand

Lifbuoy

SMA 2017 NexGen

Clara Chiang & Mah Xueyi
Mindshare Singapore

Media Person of the Year

Karen Soo
Digital Director
OMD Singapore Pte Ltd



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Catalyst of the Year

Khairul Helmi
Digital Manager
IPG Mediabrands Singapore Pte Ltd

Bright Spark of the Year

Riddhi Parekh
Specialist, Performance Media
OMD Singapore Pte Ltd

Media Sales Person of the Year

Anna Chong
Team Leader Sales
Clear Channel Singapore Pte Ltd

Client of the Year

McDonald's

Marketer of the Year

McDonald's Marketing Team
McDonald's

Client of the Year

P&G Singapore Pte Ltd

Marketer of the Year

Ong Yuh Hwang
Managing Director, MSG
P & G Singapore Pte Ltd

Digital Performance Agency

OMD Singapore Pte Ltd

Grand Prix – Best of Show

Back To School
OMD Singapore Pte Ltd
NTUC Income Insurance Co-operative Limited



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Media Agency of the Year

OMD Singapore Pte Ltd

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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