



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

Singapore Media Awards (SMA) Announces 2017 Finalists

Into its 13th year, Singapore Media Awards is still celebrating promising growth with new entrants. Two new awards were introduced – Best Brand Governance award and Digital Performance of the Year, to stay current with the ever-changing technology and media landscape.

Once again, this year's entries were judged by a jury made up largely of clients and media owners. After more than six hours of judging, more than 80 finalists were unveiled.

Awards will be presented at an intimate and cosy but elegant dinner in line with this year's theme "Let's get Intimate!" to be held at Shangri-la Hotel, Singapore on August 30, 2017.

Finalists

Best Use of Digital

Always on, Real-Time, Dynamic
Audience Targeting on Steroids
Capacity Based McDelivery
Clarins Treatment Essences Bespoke Skin Cocktail
Maggi Hokkien Char Mee – Are You Afraid of the Dark?

Best Use of Mobile

Because Panadol Cough & Cold Cares
Gotta Catch Em All
LANEIGE Mirror Mirror on my phone, what's my best skin color tone?
Singapore Airlines – 'Apps-clusive Sale'
Wall's Happiness On The Go



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Best Use of Search

Adidas
Capacity Based McDelivery
Inventory Keyword Search
SCB UNLIMITED CASHBACK CARD
Super-Scaling Performance with Multi-Match Search

Best Use of Out-of-Home

BEAUTY BAR ON THE GO
Coca-cola Uplift My Afternoon
Dream Again
Pumping Up Your Protection
#waitfresh at the freshest bus stop in town

Best Use of Radio

Costa Coffee Flagship Launch @ Holland Village
Live Life Full On
Monopoly at McDonald's
Radio Content to Transform Dementia

Best Use of Television

Celebrity Car Wars
Nescafe Gao Siew Dai- The coffee made for Singaporeans
UOB - Bringing light to 5 million people

Best Use of Video

It's Time To Preserve What We Love
LEGO – Build a Story Brick by Click
My Spicy Seoulmate K-drama
Times Have Changed
When your Girlfriend gets Triggered



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Best Experiential Marketing Campaign

BEAUTY BAR ON THE GO
LEGOLAND Malaysia NINJAGO Bootcamp
Make Reunions Count
Make The Future
Unleash the Ninja Warrior in you!

Best Integrated Media Campaign

Food Strat Mega Campaign Win Leow
#GilletteSalutes the NSman
Make The Future
Perk Up with Coke
The Milo van frenzy

Best Pan Asian Campaign

Celebrity Car Wars
#HDRaiseTheBar
Singapore Airlines 70th Anniversary

Best Use of Budget

BEAUTY BAR ON THE GO
Give Your Eyes The 7 Berry Boost
Pampers Audience Targeting
Swap Dollar with Data
Upselling Ancillaries
Wall's Happiness on the Go

Best Millennial Campaign

BEAUTY BAR ON THE GO
CLEAR: Real Men Dare
Kotex - Shed The Layers
Make The Future
Wall's Happiness On The Go



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Best CSR Campaign

Back To School

Care for the Hearts of Singaporeans

If it is for a good cause, there is no big or small

See The True Me

Best Use of Data

Always On Data

Capacity Based McDelivery

Chasing the Tiger

Pampers Audience Targeting

Transforming Data Into A 5-Star Business

Best Use of Content

Ang Ji Gao

Back To School

Esso 02:23 Hero

#GilletteSalutes The NSman in You

It's Time to Preserve What We Love

Best Use of Social Media

#DoveHairChallenge

Esso 02:23 Hero

It's Time to Preserve What We Love

#MoreBehindTheStar

My Spicy Seoulmate K-drama

Most Innovative Use of Technology

Capacity Based McDelivery

Inventory Keyword Technology



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Most Innovative Contribution to a Campaign By A Media Owner

All for Good

Beauty & the Beast

Martell Single Estate

Paper Engineering

PUMA Run The Streets

We will announce the winners of the Brand Awards, SPH Merit Award, NexGen, Outstanding Achievement Awards and Special Awards at the SMA Awards Night & Gala Dinner on August 30, 2017.

Media Contact

Jenny Lau

The 4As Limited

jenny@4as.org.sg