



## Media Release

August 4, 2016

### Singapore Media Awards (SMA) Announces 2016 Finalists

Into its 12<sup>th</sup> year, Singapore Media Awards is still celebrating promising growth in the number of entries and new entrants. Three new categories were introduced – Best Use of Data, Best Use of Video and Highest Equity Generating Brand Award, 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 100 finalists were unveiled.

Awards will be presented at a ritzy Disruptive Fashion dinner in line with this year's theme "Disrupt or Be Disrupted", to be held at The Ritz Carlton Millennia, Singapore on August 25, 2016.

#### Finalists

##### Best Use of Digital

Achieving More with Less  
How the Samsung Galaxy S7 Owned The Night  
Live Like A Local  
Relationship Reconnect  
World Aids Day 2015

##### Best Use of Mobile

Dyson Pure Cool – Ride the Haze  
Geo – Fencing the Competition (Mobile)  
Share a Coke SG50  
Shell V-Power Nitro+: Finding The Perfect Match  
Two Tone Perfection



### Best Use of Search

Driving ROI with Scootitude  
iSync – Real Time UV  
Search for Success  
SilkAir – Moving the Dial with ROAS  
World Aids Day 2015

### Best Use of Magazine

Golden Ticket To A Dream Come True  
LG G4 – See the Great, Feel the Great  
Making A Superstar Statement  
SK-II #changedestiny Movement  
Ultimate Hydration! Moisture refill for every moment

### Best Use of Newspaper

Citigems - Pressed for Gold  
A New Singapore: Places Series  
Probably The Best Job in the world  
Sharper Than Ever with 1- DAY ACUVUE® MOIST® MULTIFOCAL  
contact lens  
Vrooomm...Shell V-Power Nitro+ Gets You Excite

### Best Use of Out-of-Home

1<sup>st</sup> Democratic Party of Singapore  
AXA True Protection  
For A More Entertaining Real Life  
How AIA Broke Sales Record By Transforming Dull Wallscapes Into  
Singapore's First Large Scale Lenticular Art  
National Steps Challenge

### Best Use of Radio

AXA Daddy Rescue Team  
Data Ex-Stream  
"Good Food, Great Fortune" - 360 Prosperity  
I QUIT  
If Carlsberg Did Mancaves



### Best Use of Television

Bringing "New Life" this CNY  
MAKE YOUR BEER GǏO  
MasterChef Asia Comes To Singapore  
Sony Pictures - The Mermaid  
True Prosperity Is A Happy Family

### Best Use of Data

ROMI – The Science Behind Marketing Dollars  
Achieving More With Less  
SMARTView Quadruple Effect  
Unlock The Power of DATA  
When Wall Street Meets Madison Avenue

### Best Use of Video

#SSBD (Same Same But Different)  
Behind Changi  
Health Promotion Board's FoodSteps  
More than #JustAKid: Man vs. Child  
Mercedes-AMG GT S

### Best Business to Business Campaign

99% SME  
Bigger Where It Counts  
HPrecision Ambush  
Toner Science Investigation

### Best Experiential Marketing Campaign

1st Democratic Party of Singapore  
Audi presents "A Drive Back In Time"  
National Steps Challenge  
Singapore: Inside Out  
Star Wars at Changi



### Best Integrated Media Campaign

1st Democratic Party of Singapore  
"Good Food, Great Fortune" - 360 Prosperity  
National Steps Challenge  
Share a Coke SG50  
Team Singapore SEA Games 2015

### Best Pan Asian Campaign

Airbnb Live Like A Local  
ANZ Regional - Your World Your Way

### Best Strategic Launch

Digital Queue  
For A More Entertaining Real Life  
National Steps Challenge  
The Unofficial Official Beer of Singapore  
The World's Smallest Restaurant (Nanoblocks Collectors Set Launch)

### Best Use of Budget

Achieving More With Less  
Bigger Where It Counts  
Flying for Good  
Health Promotion Board's FoodSteps  
Probably The Best Job in the world

### Best Youth Marketing Campaign

100PLUS 2015 SEA Games Campaign  
#SSBD (Same Same But Different)  
Adviser Connect  
Cornetto Lip Sync  
Start Retiring

### Best CSR Campaign

AXA Born to Protect  
Heart Truths  
Last Day of School  
Singtel Silver Workshops  
World Aids Day 2015



Best Use of Content

Deadpool: Breaking the Fourth Wall  
For A More Entertaining Real Life  
Health Promotion Board's FoodSteps  
Last Day of School  
MAKE YOUR BEER GǏO

Best Use of Social Media

8th ASEAN Para Games  
Deadpool's Viral Social Weapon  
Digital Queue  
Flying for Good  
National Steps Challenge

Most Innovative Use of Technology

#StartRetiring e-Dialogue  
Beyond the standard remarketing - Echo Remarketing  
SMARTView Quadruple Effect

Most Innovative Contribution to a Campaign By A Media Owner

AXA SmartFamily  
Health Promotion Board - National Steps Challenge  
I am Juicy Couture  
Taste the Feeling  
The story of a perfect companionship

We will announce the winners of the Brand Awards, NexGen and the Outstanding Achievement Awards at the SMA Awards & Gala Dinner on August 25, 2016.



## **About the Association of Accredited Advertising Agents Singapore**

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 and provide a collective voice for the community, and nurture and creativity. To achieve these goals, the association works in close co-operation with other key stakeholders such as trade associations, education institutions and government bodies.

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