



Media Release

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For Immediate Release

SMA 2016 Winners Announced

At the twelfth presentation of the Singapore Media Awards (SMA) last evening, winners were announced at a snazzy 'Disruptive' gala dinner at The Ritz Carlton, Millenia Singapore.

The **Grand Prix or Best of Show** was presented to Starcom Media Worldwide for its entry 'The Unofficial Official Beer of Singapore' for Asia Pacific Breweries (Singapore) Pte Ltd.

Health Promotion Board took the **Client of the Year** award while Havas Media Asia Pacific 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 and Outstanding Achievement Awards.

Best Use of Digital

Achieving More With Less
MEC Singapore
Scoot Pte Ltd

Best Use of Mobile

Geo-Fencing the Competition (Mobile)
OMD Singapore
McDonald's Restaurants Singapore Pte Ltd

Best Use of Magazine

LG G4 – See the Great, Feel the Great
Havas Media Asia Pacific Pte Ltd
LG Electronics Singapore Pte Ltd

Best Use of Newspaper

Probably The Best Job in the world
OMD Singapore Pte Ltd
Carlsberg Singapore Pte Ltd



Best Use of Out-of-Home

How AIA Broke Sales Record By Transforming Dull Wallscapes Into Singapore's First Large Scale Lenticular Art.
Starcom Media Worldwide
AIA Singapore

Best Use of Radio

Data Ex-Stream
Havas Media Asia Pacific Pte Ltd
Singapore Telecommunications Limited

Best Use of Television

MAKE YOUR BEER GǏO
Starcom Media Worldwide
Asia Pacific Breweries (Singapore) Pte Ltd

Best Use of Search

Driving ROI with Scootitude
Performics Singapore
Scoot Pte Ltd

Best Use of Data

Unlock The Power of DATA
Carat Singapore
MasterCard Singapore

When Wall Street Meets Madison Avenue
Carat Singapore
Resorts World Sentosa

Best Use of Video

Behind Changi
Havas Media Asia Pacific Pte Ltd
Changi Airport Group

Best Business to Business Campaign

99% SME
Havas Media Asia Pacific Pte Ltd
Singapore Telecommunications Ltd



Best Experiential Marketing Campaign

Star Wars at Changi
Havas Media Asia Pacific Pte Ltd
Changi Airport Group

Best Strategic Launch

The Unofficial Official Beer of Singapore
Starcom Media Worldwide
Asia Pacific Breweries (Singapore) Pte Ltd

Best Integrated Media Campaign

Share a Coke SG50
Mediacom Singapore
Coca-Cola Far East Limited

Best Pan Asian Campaign

Airbnb Live Like A Local
Starcom Media Worldwide
Airbnb

Best Use of Budget

Health Promotion Board's FoodSteps
MEC Singapore
Health Promotion Board

Best Youth Marketing Campaign

100PLUS 2015 SEA Games Campaign
PHD Singapore Pte Ltd
F&N Foods Pte Ltd

Best CSR Campaign

Last Day of School
OMD Singapore
NTUC Income Insurance Co-operative Limited

Best Use of Content

Deadpool: Breaking the Fourth Wall
Havas Media Asia Pacific Pte Ltd
Warner Bros. Singapore Pte Ltd (20th Century Fox)



Best Social Media Campaign

National Steps Challenge
MEC Singapore
Health Promotion Board

Most Innovative Use of New Technology

Beyond the standard remarketing – Echo Remarketing
Performics
Singapore Airlines

Most Innovative Contribution to a Campaign by a Media Owner

AXA SmartFamily
Moove Media Pte Ltd
AXA Insurance

Strongest Brand

McDonald's

Strongest Brand (Merit Award)

Brands's ®

Most Progressive Local Brand

NTUC Income

Most Progressive International Brand

Carlsberg

Highest Equity Generating Brand

Marigold for the campaign 'Marigold Heart Truths'

SMA 2016 NexGen

Toh Mei Siew & Eileen Tan
Mediacom

Media Person of the Year

Liu WeiKun, Galvyn
Associate Director
OMD Singapore Pte Ltd

Young Media Person of the Year

Lyn Lim
Account Manager
Mindshare Singapore



Young Digital Planner of the Year

Sia Shu Ping Fanny
Senior Media Planner
Mediacom Singapore

Marketer of the Year

Yvonne Low
Senior Director – Marketing, Digital & Menu Innovation
McDonald's Restaurants Pte Ltd

Media Sales Person of the Year

Isaac Elias M Arif Bin Saini
Senior Account Manager
StarHub Ltd – Media Sales

Client of the Year

Health Promotion Board

Grand Prix – Best of Show

The Unofficial Official Beer of Singapore
Starcom Media Worldwide
Asia Pacific Breweries (Singapore) Pte Ltd

Media Agency of the Year

Havas Media Asia Pacific Pte Ltd

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, 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.

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