

HALL OF FAME 2016

HALL OF FAME AWARDS 2016 : WINNERS

PEOPLE AWARDS

CATEGORY	ORGANISATION	NAME OF INDIVIDUAL		W/G/S/B
1 AGENCY HEAD OF THE YEAR 2016	DDB Group / Tribal Worldwide Singapore	Jeff Cheong		Winner
2 CLIENT OF THE YEAR 2016	Income	Marcus Chew	BBH Asia Pacific, OMD Singapore	Winner
3 BUSINESS LEAD OF THE YEAR (CREATIVE) 2016	Ogilvy & Mather (Singapore) Pte Ltd	Rika Sharma		Winner
4 CREATIVE DIRECTOR OF THE YEAR 2016	DDB Group Singapore	Khalid Osman		Winner
5 DIGITAL PERSON OF THE YEAR 2016	TBWA\ Singapore	Cyril Bedat		Winner
6 PLANNER OF THE YEAR 2016	TBWA\ Singapore	Natalie Gruis		Winner
7 RISING STAR OF THE YEAR (ACCOUNT SERVICE) 2016	TBWA\ Singapore	Peter Etheridge		Winner
8 RISING STAR OF THE YEAR (CREATIVE) 2016	DDB Group Singapore	Marvin Liang		Winner
9 RISING STAR OF THE YEAR (DIGITAL / SOCIAL) 2016	DDB Group Singapore	Josiah Ng		Winner
10 RISING STAR OF THE YEAR (MEDIA) 2016	Mindshare	Lyn Lim		Winner
11 RISING STAR OF THE YEAR (PLANNER) 2016	DDB Group Singapore	Koo Ze-Hou		Winner
12 YOUNG TALENT OF THE YEAR (ACCOUNT SERVICE) 2016	TBWA\ Singapore	Andrew Norris		Winner
13 YOUNG TALENT OF THE YEAR (ACCOUNT SERVICE) 2016	DDB Group Singapore	Joseph Tan Yong Hou		Winner
14 YOUNG TALENT OF THE YEAR (CREATIVE) 2016	DDB Group Singapore	Michael Chin		Winner
15 YOUNG TALENT OF THE YEAR (DIGITAL / SOCIAL) 2016	GOODSTUPH Pte Ltd	Janice Lin		Winner
16 YOUNG TALENT OF THE YEAR (MEDIA) 2016	Starcom Media Worldwide	Cherie Tang		Winner

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COMPANY AWARDS

CATEGORY	CAMPAIGN TITLE	CLIENT COMPANY	ADVERTISING AGENCY	W/G/S/B	
17	BRAND OF THE YEAR 2016	StarHub Limited	StarHub Limited	DDB Group Singapore	Winner
18	CREATIVE AGENCY OF THE YEAR 2016	DDB Group Singapore			Winner
19	MEDIA AGENCY OF THE YEAR 2016	Havas Media			Winner
20	REBEL AGENCY OF THE YEAR 2016	GOVT Singapore			Winner
21	SPECIALIST AGENCY OF THE YEAR 2016	GOODSTUPH Pte Ltd			Winner

SPECIAL CATEGORY

CATEGORY	CAMPAIGN TITLE	CLIENT	ADVERTISING AGENCY	W/G/S/B	
22	FOR GOOD AWARD 2016	Samaritans of Singapore - "Plaster The Silence"	Samaritans of Singapore	TBWA\ Singapore	Gold
23	FOR GOOD AWARD 2016	StarHub NDP - Majulah Moms	StarHub	DDB Group Singapore	Silver

CAMPAIGN AWARDS

CATEGORY	CAMPAIGN TITLE	CLIENT	ADVERTISING AGENCY	W/G/S/B	
24	CONTENT MARKETING IDEA OF THE YEAR 2016	Start Retiring	Income	BBH Asia Pacific	Gold
25	CONTENT MARKETING IDEA OF THE YEAR 2016	StarHub NDP - Majulah Moms	StarHub	DDB Group Singapore	Silver
26	CONTENT MARKETING IDEA OF THE YEAR 2016	MediShield Life PGP	Ministry of Communications and Information	DDB Group Singapore	Bronze
27	DIGITAL DESIGN CAMPAIGN OF THE YEAR 2016	StarHub Enterprise Website Revamp. Business, Personalized.	StarHub	DDB Group Singapore	Gold
28	DIGITAL DESIGN CAMPAIGN OF THE YEAR 2016	AIA Singapore Corporate Website Revamp	AIA Singapore		Silver
29	DIRECT MARKETING CAMPAIGN OF THE YEAR 2016	McDelivery CRM Pilot	McDonald's Singapore	DDB Group Singapore	Silver
30	MOBILE MARKETING CAMPAIGN OF THE YEAR 2016	Singtel CNY Firecracker		Ogilvy & Mather (Singapore) Pte Ltd	Gold
31	MOBILE MARKETING CAMPAIGN OF THE YEAR 2016	Adviser Connect - Virtual Hook-ups for Insurance Advisers	Income	BBH Asia Pacific	Silver
32	PRODUCT INNOVATION OF THE YEAR 2016	Lego - The Shape of Imagination		Ogilvy & Mather (Singapore) Pte Ltd	Bronze
33	SOCIAL CAMPAIGN OF THE YEAR 2016	The Make It Better Campaign	Ministry of Communications and Information	DDB Group Singapore	Gold
34	SOCIAL CAMPAIGN OF THE YEAR 2016	History, Hokkien Vikings	A&E Network	GOVT Singapore	Silver
35	SOCIAL CAMPAIGN OF THE YEAR 2016	Magners "Tinster"	C&C International	Havas Worldwide Singapore	Bronze

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CAMPAIGN AWARDS

CATEGORY	CAMPAIGN TITLE	CLIENT	ADVERTISING AGENCY	W/G/S/B	
36	TRANSMEDIA CAMPAIGN OF THE YEAR 2016	Start Retiring	Income	BBH Asia Pacific	Gold
37	TRANSMEDIA CAMPAIGN OF THE YEAR 2016	Guinness 'Beer Gao'	GAPL Pte Ltd	BBDO Singapore Pte Ltd	Silver
38	TRANSMEDIA CAMPAIGN OF THE YEAR 2016	Putting Singtel's Mobile Network to the TEST	Singapore Telecommunications Limited	Havas Media in collaboration with Mediacorp Brand Studio	Bronze

TEAM AWARDS

CATEGORY	TEAM NAME	ADVERTISING AGENCY / COMPANY	W/G/S/B	
39	CREATIVE TEAM OF THE YEAR 2016	Sid & Michael	DDB Group Singapore	Winner
40	MEDIA SALES AND MARKETING TEAM OF THE YEAR 2016	The X Collective - XCO Media+ & Marketing	The X Collective	Winner
41	TECHNOLOGY TEAM OF THE YEAR 2016	Chandra Barathi & Team	Ogilvy & Mather (Singapore) Pte Ltd	Winner

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