

NEWSWATCH

47 entries from Singapore vying for Gold Medals at the Inaugural Appies 2010

Post on 31-May-10
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47 entries from Singapore vying for Gold Medals at the Inaugural Appies 2010 More than 100 Marketing Campaigns from APAC expected to make competition more intense

Singapore, 27 May 2010 - The inaugural APPIES, the leading edge marketing and advertising congress for Asia Pacific, is scheduled to open on 3 & 4 June with an outstanding 47 entries from Singapore vying for top spot. In total, the Institute of Advertising has received 105 top entries from the various countries in the Asia Pacific Region, which has surpassed the industry's initial expectation.

More than 12 countries have even raised the ante by sending in some of their national award winners to compete in the APPIES. They strongly believe they can walk away with the Gold Medals, showcasing effective marketing campaigns that has delivered actual return on investment.

"We are thrilled to learn that we have received more than 100 marketing campaigns from 16 Asia Pacific countries. This, we believe, is the first stage for building an unparalleled platform for the collection of talents, who strategically create highly effective marketing campaigns in this region." said Goh Shu Fen, Chairman APPIES Advisory Council, Co-Founder and Principle, R3 Asia Pacific. "I am certainly looking forward to the opportunity of witnessing the quality of work presented at the event and soaking in the excitement of the competition."

"The APPIES is an ideal networking platform for APAC head of agencies and decision makers to exchange thoughts and ideas to stay relevant in a dynamic market. Witnessing more than 100 campaigns can certainly act as

the catalyst that will help attain this objective." said Patrick Mowe, Advisor, Institute of Advertising, Singapore. "It's heartening to note that the local marketing and advertising professionals have strong intent to entrench their position in the Asia Pacific by recognizing the long term vision of the APPIES - being the regional research centre for marketing campaigns."

The APPIES has struck the correct note with marketers and advertisers, who acknowledge that it will provide the industry a much needed boost. Despite having an interesting format - 4min video, 6min presentation and 10min Q& A, the participants claim the overall concept is their biggest draw - reinforcing that clients not only focus on effectiveness but also a good return on Investment for their campaigns.

Pro bono/Government/Cultural

Campaign: Live On Agency : DDB Worldwide Client : Ministry of Health

Campaign : Live It Up Without Lighting Up Agency : Ogilvy & Mather Client : Health Promotion Board

Campaign : From Kiasu to Kindness Agency : DDB Worldwide Client : Singapore Kindness Movement

Campaign : Whaleshark Gamble Agency : BBDO/Proximity Client : Sea Shepherd Conservation Society

Campaign : Polar Bears Agency : McCann Erikson Client : Singapore Environment Council

Campaign : Know The Line Agency : Bates 141 Client : National Council on Problem Gambling

Campaign : Stories Are The Best Form of Persuasion Agency : Ogilvy & Mather Client : Health Promotion Board

Campaign : 'Beautifully Imperfect' Agency : Leo Burnett Client : Ministry of Community Development, Youth and Sports (MCYS)

Consumer Services

Campaign : Family Fun with Wii! Agency : Dentsu Client : Nintendo Co Ltd

Campaign : Fables Are More Effective Than Facts Agency : DDB Worldwide Client : Health Promotion Board

Campaign : The Random Camera Agency : Ogilvy & Mather Client : Getty Images

Campaign : Superman Finds An Easier Way To Fly Agency : Rapp Client :

Tiger Aviation Pte Ltd

Campaign : SunStopper Agency : DDB Worldwide Client : Johnson & Johnson Pte Ltd

Campaign : Derma Genesis Pore Calculator Challenge Agency : McCann Erikson Client : L'Oreal Singapore Pte Ltd

Campaign : 911 versus 747 Agency : Tribal DDB Client : Changi Airport Group

Campaign : The Secret Society of Gourmandise Agency : Rapp Client : Raffles Hotel Singapore

Automobile

Campaign : guesswhatcar.sg Agency : Ace:Daytons Advertising (Int'l) Client : Cycle & Carriage Kia

Campaign : The Mini Ray Special Edition Envy Campaign Agency : Kinetic Design & Advertising Client : BMW Asia

Campaign : Audi 100 Futures Agency : Y&R/The Blood Group Client : Audi Singapore

Telecom

Campaign : 'Bright Ideas for Smart Businesses' Agency : BBDO Client : Singapore Telecommunications Ltd

Campaign : Happy Mondays Agency : DDB Worldwide Client : Starhub Ltd

Campaign : Get AMPed with Lady Gaga Agency : BBDO/Proximity Client : Singapore Telecommunications Ltd

Campaign : The Great Singapore Treasure Hunt Agency : DDB Worldwide Client : Starhub Ltd

Non-Food (FMCG)

Campaign : Happy It's Here Agency : Leo Burnett Client : Proctor & Gamble

Food (FMCG)

Campaign : Love in the Time of Recession Agency : DDB Worldwide Client : McDonald's Restaurant Pte Ltd

Campaign : Hi-Fibre Anything Agency : Publicis Client : Metamucil Fibresure

Campaign : Creating Real Fans on Facebook Agency : Euro RSCG
Singapore Client : NTUC Fairprice

Campaign : McDonald's™ Monopoly Singapore Agency : DDB
Worldwide Client : McDonald's Restaurant Pte Ltd

Campaign : How Pizza Hut Used Public Skpeticism to Its Advantage In the
Taste and Tell Challenge Agency : JWT Client : Pizza Hut Singapore

Financials

Campaign : The Aviva Futurator Agency : BBDO/Proximity Client : Aviva Ltd

Campaign : OCBC 'It's our Pleasure' Agency : Dentsu Young &
Rubicam Client : OCBC Bank

Campaign : Be Surprised By Money Agency : Ogilvy & Mather Client : CIMB
Bank Singapore

Campaign : Rebranding NTUC Income Agency : BBH Asia Pacific Client :
NTUC Income Insurance Co-operative Ltd

Education Campaign : Book Lovers, Earth Lovers Agency : DDB
Worldwide Client : National Library Board

Electronics

Campaign : HP Power to Change Agency : Leo Burnett/Arc
Worldwide Client : Hewlett Packard

Beverages (non-alcoholic)

Campaign : Revolutionary Retail Agency : Euro RSCG Singapore Client :
Coca Cola

Campaign : Be Your Best Agency : Dentsu Young & Rubicam Client :
Cerebos Pacific Limited

Beverages (alcoholic)

Campaign : Rise Together Client : Asia Pacific Breweries

Campaign : Thematic 'ZIP' Agency : Saatchi & Saatchi Client : Asia Pacific
Breweries

Campaign : Walk-In Fridge Agency : Publicis Client : Asia Pacific Breweries

Campaign : Carlsberg Nice One Agency : Euro RSCG Singapore &
Malaysia Client : Carlsberg

Consumer Durables

Campaign : Uniqlo Surprise Agency : Tribal DDB Client : Uniqlo Singapore

Campaign : adiZERO™ Gram Challenge Agency : iris Client : adidas Singapore

Campaign : The 12th Man Agency : TBWA Client : adidas

APPIES 2010 is a 2-day congress, organised by the Institute of Advertising, is dedicated to continuous education and development of the marketing profession in the Asia Pacific region.

For more details of the APPIES, visit www.appies.sg

Contact jennifer@ias.org.sg for special rates and group packages as well.

For media enquiries please contact Rhoda M Dinesen at rdinesen@stcassociates.com or call 91681146. Media who would like to attend the event, please register on-site at SIM HQ.