

**Creative Circle Awards 2016 Finalists**

| Category   | Category Name                          | Finalist | Bronze | Silver | Gold | BOC          | Entrant Agency            | Client Company  |
|--|--|----------|--------|--------|------|--------------|---------------------------|---|
| <b>A - Branded Content &amp; Entertainment</b>   |  |          |        |        |      |              |                           |   |
| Entry Code   | Entry Title                            | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency            | Client Company  |
| <b>A1. Fictional Programme, Series or Film</b>   |  |          |        |        |      |              |                           |   |
| 16-240   | THE PROVISION SHOP TELEMOVIE           |          | 1      |        |      |              | DDB Group Singapore       | Ministry of Communications and Information              |
| <b>A2. Non-Fiction programme, Series or Film</b>   |  |          |        |        |      |              |                           |   |
| 16-298   | THE SOFTEST                            |          |        |        | 1    |              | Ogilvy & Mather Singapore | Unilever Asia Private Limited                           |
| <b>A5. Use or Integration of User-Generated Content</b>  |  |          |        |        |      |              |                           |   |
| 16-297   | Amateur Replay                         |          |        | 1      |      |              | Ogilvy & Mather Singapore | Allianz   |
| <b>A7. Original use of Music</b>   |  |          |        |        |      |              |                           |   |
| 16-242   | Do You See That Doggie in the Shelter? |          |        | 1      |      |              | DDB Group Singapore       | Society for the Prevention of Cruelty to Animals (SPCA) |
| 16-395   | IKEA "Get Cheras To Cheras"            |          |        | 1      |      |              | BBH Asia Pacific          | IKANO Pte Ltd   |
| <b>A10. Original Branded Digital or Social Media</b>   |  |          |        |        |      |              |                           |   |
| 16-120   | Maggi: Sampling Booth From Hell        |          | 1      |        |      |              | GOVT Singapore            | Nestle Singapore, Maggi                                 |
| <b>A11. Intergrated Campaign</b>   |  |          |        |        |      |              |                           |   |
| 16-086   | Tiger Beer Street Food Campaign        |          |        | 1      |      |              | BBDO Singapore            | BBDO Singapore  |
| 16-243   | Do You See That Doggie in the Shelter? |          |        | 1      |      |              | DDB Group Singapore       | Society for the Prevention of Cruelty to Animals (SPCA) |
| <b>A12. Work promoting Social Responsibilities that fall under any of the above sub categories</b> |  |          |        |        |      |              |                           |   |
| 16-245   | Do You See That Doggie in the Shelter  |          |        | 1      |      |              | DDB Group Singapore       | Society for the Prevention of Cruelty to Animals (SPCA) |
| 16-246   | Majulah Moms                           | 1        |        |        |      |              | DDB Group Singapore       | Starhub   |
| 16-467   | CHAMKI - The Girl From The Future      |          | 1      |        |      |              | MullenLowe Singapore      | UNILEVER (Lifebuoy)                                     |

| Category   | Category Name                                   | Finalist | Bronze | Silver | Gold | BOC          | Entrant Agency            | Client Company                   |
|--|---|----------|--------|--------|------|--------------|---------------------------|----------------------------------|
| <b>B - Cyber</b>   |   |          |        |        |      |              |                           |                                  |
| Entry Code   | Entry Title                                     | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency            | Client Company                   |
| <b>B2. Website And Microsite</b>                         |   |          |        |        |      |              |                           |                                  |
| 16-558   | MetalFest Gong 2016                             |          |        | 1      |      |              | Kinetic Singapore         | 4AS Singapore                    |
| <b>B5. Social/Viral Video</b>                            |   |          |        |        |      |              |                           |                                  |
| 16-235   | LOVE OF A LIFETIME                              |          | 1      |        |      |              | DDB Group Singapore       |                                  |
| 16-324   | Singtel Data ExStream                           |          |        |        | 1    |              | Ogilvy & Mather Singapore | Singtel                          |
| 16-369   | IKEA "Get Cheras TO Cheras"                     |          |        | 1      |      |              | BBH Asia Pacific          | IKANO Pte Ltd                    |
| <b>B6. Interactive Video</b>                             |   |          |        |        |      |              |                           |                                  |
| 16-368   | From Christmin to Christmas                     |          |        | 1      |      |              | BBH Asia Pacific          | IKANO Pte Ltd                    |
| <b>B9. Influencer/Celebrity/Blogger Outreach Program</b> |   |          |        |        |      |              |                           |                                  |
| 16-366   | Income OrangeAid 'Back to School'               |          |        | 1      |      |              | BBH Asia Pacific          | Income                           |
| <b>B10. Innovative Use of Social or Community</b>        |   |          |        |        |      |              |                           |                                  |
| 16-372   | NIKE MAMBA CAMP INSTAGRAM                       |          | 1      |        |      |              | BBH Singapore             | NIKE                             |
| 16-373   | NIKE - THE LAST 24                              |          |        |        | 1    |              | BBH Singapore             | NIKE                             |
| <b>B16. Tangible Tech</b>                                |   |          |        |        |      |              |                           |                                  |
| 16-326   | Amateur Replay                                  |          |        | 1      |      |              | Ogilvy & Mather Singapore | Allianz                          |
| <b>B17. Spatial Tech</b>                                 |   |          |        |        |      |              |                           |                                  |
| 16-374   | NIKE UNLIMITED STADIUM                          |          |        |        | 1    | 1            | BBH Singapore             | NIKE                             |
| <b>B20. Integrated Multi-Platform Campaign</b>           |   |          |        |        |      |              |                           |                                  |
| 16-091   | Tiger Beer Street Food Campaign                 | 1        |        |        |      |              | BBDO Singapore            | Asia Pacific Breweries Singapore |
| 16-327   | Singtel Data ExStream                           |          | 1      |        |      |              | Ogilvy & Mather Singapore | Singtel                          |
| <b>B21. Other Advertising</b>                            |   |          |        |        |      |              |                           |                                  |
| 16-328   | Singtel Firecracker                             |          | 1      |        |      |              | Ogilvy & Mather Singapore | Singtel                          |
| <b>B26. Animation/Motion Graphics</b>                    |   |          |        |        |      |              |                           |                                  |
| 16-600   | MetalFest Gong 2016                             | 1        |        |        |      |              | Kinetic Singapore         | 4AS Singapore                    |
| <b>B27. Illustration and Graphic Design</b>              |   |          |        |        |      |              |                           |                                  |
| 16-601   | MetalFest Gong 2016                             |          |        | 1      |      |              | Kinetic Singapore         | 4AS Singapore                    |
| <b>B33. Overall Aesthetic Design/Best Practice</b>       |   |          |        |        |      |              |                           |                                  |
| 16-239   | Live Your Day with U3                           |          | 1      |        |      |              | Leo Burnett               | U3                               |
| <b>B34. Best Editing (for online videos)</b>             |   |          |        |        |      |              |                           |                                  |
| 16-178   | Pioneer Generation Package - Love of a Lifetime |          | 1      |        |      |              | Freeflow Productions      | DDB Tribal                       |
| 16-197   | Starhub - Majulah Moms                          |          | 1      |        |      |              | Freeflow Productions      | DDB Singapore                    |
| 16-206   | Medishield Life Stories - Mr Chua Whatt Chye    |          | 1      |        |      |              | Freeflow Productions      | DDB Singapore                    |
| <b>B35. Best Direction (for online videos)</b>           |   |          |        |        |      |              |                           |                                  |

|   |   |   |   |   |   |  |                              |                             |
|---|---|---|---|---|---|--|------------------------------|-----------------------------|
| 16-179  | Pioneer Generation Package - Love of a Lifetime |   | 1 |   |   |  | Freeflow Productions         | DDB Tribal                  |
| 16-330  | Singtel Data ExStream                           |   |   | 1 |   |  | Ogilvy & Mather Singapore    | Singtel                     |
| 16-346  | SINGTEL DATA EXSTREAM                           |   |   | 1 |   |  | The Prosecution Film Company | Ogilvy & Mather (S) PTE LTD |
| <b>B36. Best Cinematography (for online videos)</b> |   |   |   |   |   |  |                              |                             |
| 16-180  | Pioneer Generation Package - Love of a Lifetime |   |   | 1 |   |  | Freeflow Productions         | DDB Tribal                  |
| 16-189  | Starhub Memories - Director's Cut               |   |   | 1 |   |  | Freeflow Productions         | DDB Singapore               |
| 16-331  | Singtel Data ExStream                           |   |   |   | 1 |  | Ogilvy & Mather Singapore    | Singtel                     |
| 16-596  | Highline Residences - A Place In Time           | 1 |   |   |   |  | Kinetic Singapore            | Keppel Land                 |

| <b>C - Design</b>  |  |          |        |        |      |              |                               |  |
|--|--|----------|--------|--------|------|--------------|-------------------------------|--|
| Entry Code   | Entry Title  | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency                | Client Company                             |
| <b>C2. Annual Reports</b>                                |  |          |        |        |      |              |                               |  |
| 16-067   | George goes to Japan - Lien Foundation Annual Report 2014-15 |          |        | 1      |      |              | Couple Creative               | Lien Foundation                            |
| <b>C4. Magazines &amp; newspaper (whole publication)</b> |  |          |        |        |      |              |                               |  |
| 16-065   | VIRUS  | 1        |        |        |      |              | Fable Studio Pte Ltd          | VIRUS                                      |
| 16-066   | The Singapore Architect Magazine - Issue No. 3 - Colours     | 1        |        |        |      |              | Somewhere Else                | Singapore Institute of Architects          |
| 16-562   | RUBBISH FAMZINE NO.5 'IN THE NAME OF THE FATHER'             |          |        | 1      |      |              | Kinetic Singapore             | HOLYCRAP.SG                                |
| <b>C5. Book design (whole book)</b>                      |  |          |        |        |      |              |                               |  |
| 16-060   | EAT  | 1        |        |        |      |              | Fable Studio Pte Ltd          | National Heritage Board                    |
| 16-079   | Christmas island, naturally                                  |          |        | 1      |      |              | H55                           | Institute of Critical Zoologists           |
| 16-555   | WHEN RENNDOM MET AIRANY                                      |          |        | 1      |      |              | Kinetic Singapore             | HOLYCRAP.SG                                |
| 16-563   | RUBBISH FAMZINE NO.5 'IN THE NAME OF THE FATHER'             |          | 1      |        |      |              | Kinetic Singapore             | HOLYCRAP.SG                                |
| 16-568   | SCHOOL OF THOUGHT  |          | 1      |        |      |              | Kinetic Singapore             | HOLYCRAP.SG                                |
| <b>C6. Book Cover Design</b>                             |  |          |        |        |      |              |                               |  |
| 16-564   | RUBBISH FAMZINE NO.5 'IN THE NAME OF THE FATHER'             |          | 1      |        |      |              | Kinetic Singapore             | HOLYCRAP.SG                                |
| 16-569   | SCHOOL OF THOUGHT  |          | 1      |        |      |              | Kinetic Singapore             | HOLYCRAP.SG                                |
| 16-078   | Siapa Nama Kamu (IN cover design)                            |          |        |        | 1    |              | H55                           | National Gallery Singapore                 |
| <b>C7. Posters</b>                                       |  |          |        |        |      |              |                               |  |
| 16-589   | Slave to the Metal - MetalFest Gong 2016                     |          | 1      |        |      |              | Kinetic Singapore             | 4AS Singapore                              |
| 16-590   | In Metal We Trust - MetalFest Gong 2016                      |          | 1      |        |      |              | Kinetic Singapore             | 4AS Singapore                              |
| 16-591   | Ascend to Metaldom - MetalFest Gong 2016                     |          |        | 1      |      |              | Kinetic Singapore             | 4AS Singapore                              |
| <b>C8. Point of Sale &amp; In-Store</b>                  |  |          |        |        |      |              |                               |  |
| 16-647   | WMF "Fine Cut"   |          |        | 1      |      |              | TBWA/Singapore                | WMF Singapore Pte Ltd                      |
| <b>C9. Promotional Items</b>                             |  |          |        |        |      |              |                               |  |
| 16-247   | Chocolate Crowbars   |          |        |        | 1    |              | DDB Group Singapore           | 4AS Singapore                              |
| 16-560   | Shashlik   | 1        |        |        |      |              | Kinetic Singapore             | Shashlik                                   |
| <b>C10. Broadcast &amp; Animated Communication</b>       |  |          |        |        |      |              |                               |  |
| 16-592   | Illustration Arts festival                                   |          | 1      |        |      |              | Kinetic Singapore             | OIC - Organisation of Illustrators Council |
| <b>C11. Logo Design</b>                                  |  |          |        |        |      |              |                               |  |
| 16-522   | U3 Ukon  | 1        |        |        |      |              | Leo Burnett                   | U3 Ukon                                    |
| 16-557   | MetalFest Gong 2016  |          | 1      |        |      |              | Kinetic Singapore             | 4AS Singapore                              |
| <b>C12. Branding, Corporate ID, Stationery</b>           |  |          |        |        |      |              |                               |  |
| 16-082   | Red Tail   |          | 1      |        |      |              | Bravo Office Pte Ltd          | Zouk Clarke Quay Pte Ltd                   |
| 16-083   | Full of Luck Club  |          | 1      |        |      |              | Bravo Office Pte Ltd          | The Allied Folks Pte Ltd                   |
| 16-084   | The Marmalade Pantry   | 1        |        |        |      |              | Bravo Office Pte Ltd          | Refinery Concepts                          |
| 16-293   | Gallery & Co   |          |        |        | 1    |              | Foreign Policy Design Group   | BY ANDCO                                   |
| 16-296   | Nosh   |          |        | 1      |      |              | Darling Visual Communications | Nosh & Co                                  |
| 16-551   | Shashlik   | 1        |        |        |      |              | Kinetic Singapore             | Shashlik                                   |
| 16-566   | RUBBISH FAMZINE. THE IDENTITY ISSUE                          |          |        | 1      |      |              | Kinetic Singapore             | HOLYCRAP.SG                                |
| <b>C13. Packaging</b>                                    |  |          |        |        |      |              |                               |  |
| 16-524   | U3 Ukon  |          | 1      |        |      |              | Leo Burnett                   | U3 Ukon                                    |
| 16-648   | WMF "Fine Cut"   | 1        |        |        |      |              | TBWA/Singapore                | WMF Singapore Pte Ltd                      |
| <b>C15. Self Promotion</b>                               |  |          |        |        |      |              |                               |  |
| 16-080   | H55 1999-2015  |          |        | 1      |      |              | H55                           | H55  |
| 16-561   | SCHOOL OF THOUGHT  |          |        |        | 1    |              | Kinetic Singapore             | HOLYCRAP.SG                                |
| 16-567   | RUBBISH FAMZINE. THE IDENTITY ISSUE                          |          |        |        | 1    |              | Kinetic Singapore             | HOLYCRAP.SG                                |

| <b>C17. Websites/ Microsites</b>   |   |   |   |   |   |   |  |                              |   |
|--|---|---|---|---|---|---|--|------------------------------|---|
| 16-025   | Sunday Folks  | 1 |   |   |   |   |  | Section Pte Ltd              | Sunday Folks  |
| 16-599   | MetalFest Gong 2016   | 1 |   |   |   |   |  | Kinetic Singapore            | 4AS Singapore   |
| <b>C19. Digital installations</b>  |   |   |   |   |   |   |  |                              |   |
| 16-363   | PRESIDENT'S DESIGN AWARD SINGAPORE 10TH ANNIVERSARY (PDA 10) - A DECADE OF DESIGN EXCELLENCE EXHIBITION |   |   |   | 1 |   |  | Black Design                 | Design Singapore Council, Ministry of Communication and Information |
| <b>C20. Others</b>   |   |   |   |   |   |   |  |                              |   |
| 16-027   | GIY Stick   | 1 |   |   |   |   |  | Ninety Nine Percent Pte Ltd  | Ninety Nine Percent Ptd Ltd   |
| 16-426   | TinyMOS   | 1 |   |   |   |   |  | Y&R Singapore                | TinyMOS Private Limited   |
| <b>C21. Permanent Retail Space</b>   |   |   |   |   |   |   |  |                              |   |
| 16-213   | Noshery   |   |   |   | 1 |   |  | The Strangely Good           | Noshery   |
| 16-295   | Gallery & Co  |   |   | 1 |   |   |  | Foreign Policy Design Group  | BY ANDCO  |
| <b>C24. Brand Spatial Installation and Experience</b>  |   |   |   |   |   |   |  |                              |   |
| 16-409   | NIKE UNLIMITED STADIUM  |   |   |   | 1 | 1 |  | BBH Singapore                | NIKE  |
| 16-442   | Good Neighbor Guide   |   | 1 |   |   |   |  | Bureau Pte Ltd               | Uniqlo  |
| 16-535   | Miniature Gardens   |   | 1 |   |   |   |  | J. Walter Thompson Singapore | Changi Airport Group Singapore                                      |
| <b>C25. Non-commercial Exhibitions including installations and environmental graphics</b>          |   |   |   |   |   |   |  |                              |   |
| 16-364   | NOISE SINGAPORE 2016 FESTIVAL EXHIBITION  |   | 1 |   |   |   |  | Black Design                 | National Art Council (NAC)  |
| 16-365   | PRESIDENT'S DESIGN AWARD SINGAPORE 10TH ANNIVERSARY (PDA 10) - A DECADE OF DESIGN EXCELLENCE EXHIBITION |   |   | 1 |   |   |  | Black Design                 | Design Singapore Council, Ministry of Communication and Information |
| <b>C26. Work promoting Social Responsibilities that fall under any of the above sub categories</b> |   |   |   |   |   |   |  |                              |   |
| 16-248   | Do You See That Doggie in the Shelter?  |   | 1 |   |   |   |  | DDB Group Singapore          | Society for the Prevention of Cruelty to Animals (SPCA)             |
| 16-471   | Every Grain Counts  | 1 |   |   |   |   |  | MullenLowe Singapore         | Singapore Red Cross   |
| <b>C27. Illustration</b>   |   |   |   |   |   |   |  |                              |   |
| 16-413   | IKEA - Love is complicated. IKEA is simple.   |   | 1 |   |   |   |  | BBH Asia Pacific             | IKANO Pte Ltd   |
| 16-552   | Illustration Arts Festival MIGHTYYELLOW   |   | 1 |   |   |   |  | Kinetic Singapore            | OIC - Organisation of Illustrators Council                          |
| 16-553   | Illustration Arts Festival HIDEYUKI KATSUMATA   |   | 1 |   |   |   |  | Kinetic Singapore            | OIC - Organisation of Illustrators Council                          |
| 16-554   | WHEN RENNDOM MET AIRANY   |   | 1 |   |   |   |  | Kinetic Singapore            | HOLYCRAP.SG   |
| 16-586   | Slave to the Metal - MetalFest Gong 2016  |   |   | 1 |   |   |  | Kinetic Singapore            | 4AS Singapore   |
| 16-587   | In Metal We Trust - MetalFest Gong 2016   |   |   | 1 |   |   |  | Kinetic Singapore            | 4AS Singapore   |
| 16-588   | Ascend to Metaldom - MetalFest Gong 2016  |   |   | 1 |   |   |  | Kinetic Singapore            | 4AS Singapore   |
| <b>C28. Typography</b>   |   |   |   |   |   |   |  |                              |   |
| 16-583   | Slave to the Metal - MetalFest Gong 2016  |   |   | 1 |   |   |  | Kinetic Singapore            | 4AS Singapore   |
| 16-584   | In Metal We Trust - MetalFest Gong 2016   |   |   | 1 |   |   |  | Kinetic Singapore            | 4AS Singapore   |
| 16-585   | Ascend to Metaldom - MetalFest Gong 2016  |   |   | 1 |   |   |  | Kinetic Singapore            | 4AS Singapore   |
| <b>C29. Photography</b>  |   |   |   |   |   |   |  |                              |   |
| 16-565   | RUBBISH FAMZINE NO.5 'IN THE NAME OF THE FATHER'  |   |   | 1 |   |   |  | Kinetic Singapore            | HOLYCRAP.SG   |
| 16-085   | Fro Fro   |   | 1 |   |   |   |  | Bravo Office Pte Ltd         | The Ice Cream & Cream Co. Pte Ltd                                   |
| 16-133   | Char Bor  | 1 |   |   |   |   |  | Jayden Tan (Freelancer)      |   |
| <b>C31. Animation &amp; illustration for digital, moving image</b>                                 |   |   |   |   |   |   |  |                              |   |
| 16-559   | MetalFest Gong 2016   |   | 1 |   |   |   |  | Kinetic Singapore            | 4AS Singapore   |

| <b>D - Direct</b>                                      |                                    |          |        |        |      |              |                            |   |  |
|--|------------------------------------|----------|--------|--------|------|--------------|----------------------------|---|--|
| Entry Code   | Entry Title                        | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency             | Client Company                                  |  |
| <b>D1. Direct Response/Digital</b>                     |                                    |          |        |        |      |              |                            |   |  |
| 16-136   | Joseph Schooling: A Hero's Welcome | 1        |        |        |      |              | Goodstuph Privated Limited | Changi Airport Group                            |  |
| 16-406   | IKEA "Get Cheras To Cheras"        | 1        |        |        |      |              | BBH Asia Pacific           | IKANO Pte Ltd                                   |  |
| <b>D2. Direct Response/Mobile</b>                      |                                    |          |        |        |      |              |                            |   |  |
| 16-249   | Clean & Clear Mirror Text Video    |          | 1      |        |      |              | DDB Group Singapore        | Johnson & Johnson Pte Ltd                       |  |
| 16-302   | Amateur Replay                     |          |        |        | 1    | 1            | Ogilvy & Mather Singapore  | Allianz   |  |
| 16-408   | NIKE MAMBA CAMP INSTAGRAM          |          |        |        | 1    |              | BBH Singapore              | NIKE  |  |
| 16-421   | Tasks for Toys                     |          |        | 1      |      |              | Ogilvy & Mather Singapore  | Toys R Us (Singapore) Pte Limited               |  |
| <b>D4. Direct Response/TV &amp; Cinema Advertising</b> |                                    |          |        |        |      |              |                            |   |  |
| 16-251   | You Decide - Shock                 | 1        |        |        |      |              | DDB Group Singapore        | Bone Marrow Donation Programme (BMDP) Singapore |  |
| <b>D5. Direct Response/Ambient</b>                     |                                    |          |        |        |      |              |                            |   |  |
| 16-414   | Income 'Money Bag'                 | 1        |        |        |      |              | BBH Asia Pacific           | Income  |  |
| 16-473   | The Ball for All                   |          | 1      |        |      |              | MullenLowe Singapore       | UNILEVER SINGAPORE (Breeze)                     |  |

|  |  |   |  |   |  |  |  |                      |  |
|--|--|---|--|---|--|--|--|----------------------|--|
| 16-474   | Huntsman Condoms - PETA Pranks Hunters | 1 |  |   |  |  |  | MullenLowe Singapore | PETA (People For The Ethical Treatment of Animals) |
| <b>D6. Direct Response/Press &amp; Poster</b>  |  |   |  |   |  |  |  |                      |  |
| 16-451   | Scan to Check                          | 1 |  |   |  |  |  | Up & Up              | Singapore Cancer Society                           |
| <b>D7. Direct Mail</b>   |  |   |  |   |  |  |  |                      |  |
| 16-011   | UOB #SavePaper                         | 1 |  |   |  |  |  | Germes               | UOB  |
| <b>D9. Integrated Campaign led by Direct Marketing</b>   |  |   |  |   |  |  |  |                      |  |
| 16-097   | Tiger Beer Street Food Campaign        | 1 |  |   |  |  |  | BBDO Singapore       | Asia Pacific Breweries Singapore                   |
| 16-407   | Nike - The Last 24                     |   |  | 1 |  |  |  | BBH Singapore        | NIKE   |
| <b>D10. Work promoting Social Responsibilities that fall under any of the above sub categories</b> |  |   |  |   |  |  |  |                      |  |
| 16-123   | History: Buy Out Slavery               | 1 |  |   |  |  |  | GOVT Singapore       | A+E Network, History                               |
| 16-253   | You Decide                             | 1 |  |   |  |  |  | DDB Group Singapore  | Bone Marrow Donation Programme (BMDP) Singapore    |
| 16-415   | Income OrangeAid 'Back to School'      | 1 |  |   |  |  |  | BBH Asia Pacific     | Income   |
| 16-428   | Test Drive for Good                    | 1 |  |   |  |  |  | Y&R Singapore        | Land Rover   |

| <b>E - Film &amp; TV</b>   |   |          |        |        |      |              |                                      |   |  |
|--|---|----------|--------|--------|------|--------------|--------------------------------------|---|--|
| Entry Code   | Entry Title                                     | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency                       | Client Company  |  |
| <b>E1 - TV &amp; Cinema Commercial 45 seconds and under</b>  |   |          |        |        |      |              |                                      |   |  |
| 16-369   | The Affair                                      |          | 1      |        |      |              | BBH Asia Pacific                     | IKANO Pte Ltd   |  |
| 16-622   | Airbnb "A Different Paris"                      |          |        | 1      |      |              | TBWA/Singapore                       | Airbnb  |  |
| <b>E2 - TV &amp; Cinema Commercial 60 seconds and or over</b>                                      |   |          |        |        |      |              |                                      |   |  |
| 16-099   | Char Kway Teow                                  |          | 1      |        |      |              | BBDO Singapore                       | Asia Pacific Breweries Singapore                        |  |
| 16-201   | Starhub - Majulah Moms                          | 1        |        |        |      |              | Freeflow Productions                 | DDB Singapore   |  |
| 16-255   | Majulah Moms                                    | 1        |        |        |      |              | DDB Group Singapore                  | StarHub   |  |
| 16-397   | UOB Private Bank "Bicycle"                      |          | 1      |        |      |              | BBH Asia Pacific                     | United Overseas Bank                                    |  |
| 16-603   | UOB "Eternal Us"                                |          | 1      |        |      |              | BBH Asia Pacific                     | United Overseas Bank                                    |  |
| 16-398   | UOB Private Bank "Grocer"                       |          |        | 1      |      |              | BBH Asia Pacific                     | United Overseas Bank                                    |  |
| <b>E3 - Low Budget TV &amp; Cinema Commercial \$50,000 and under</b>                               |   |          |        |        |      |              |                                      |   |  |
| 16-055   | Portraits                                       |          | 1      |        |      |              | Saatchi & Saatchi                    | Thai Health Promotion Foundation                        |  |
| 16-644   | Empty Spaces                                    | 1        |        |        |      |              | TBWA/Singapore                       | Samaritans of Singapore                                 |  |
| <b>E4 - Online/Viral Film</b>  |   |          |        |        |      |              |                                      |   |  |
| 16-182   | Pioneer Generation Package - Love of a Lifetime |          |        | 1      |      |              | Freeflow Productions                 | DDB Tribal  |  |
| 16-202   | Starhub - Majulah Moms                          | 1        |        |        |      |              | Freeflow Productions                 | DDB Singapore   |  |
| 16-183   | Pioneer Generation Package - Love of a Lifetime |          |        | 1      |      |              | Freeflow Productions                 | DDB Tribal  |  |
| 16-259   | LOVE OF A LIFETIME                              |          |        | 1      |      |              | DDB Group Singapore                  | Ministry of Communication and Information               |  |
| 16-399   | IKEA "Get Cheras To Cheras"                     |          |        |        | 1    | 1            | BBH Asia Pacific                     | IKANO Pte Ltd   |  |
| <b>E5 - Branded Content &amp; Entertainment Film and Series</b>                                    |   |          |        |        |      |              |                                      |   |  |
| 16-262   | THE PROVISION SHOP TELEMORIE                    |          | 1      |        |      |              | DDB Group Singapore                  | Ministry of Communication and Information               |  |
| 16-300   | THE SOFTTEST                                    |          |        |        | 1    |              | Ogilvy & Mather Singapore            | Unilever Asia Private Limited                           |  |
| 16-478   | CHAMKI - The Girl From The Future               |          | 1      |        |      |              | MullenLowe Singapore                 | UNILEVER (Lifebuoy)                                     |  |
| <b>E6 - Work promoting Social Responsibilities that fall under any of the above sub categories</b> |   |          |        |        |      |              |                                      |   |  |
| 16-263   | Do You See That Doggie in the Shelter?          |          |        | 1      |      |              | DDB Group Singapore                  | Society for the Prevention of Cruelty to Animals (SPCA) |  |
| 16-266   | You Decide - Daze                               |          | 1      |        |      |              | DDB Group Singapore                  | Bone Marrow Donation Programme (BMDP) Singapore         |  |
| <b>E7 - Direction</b>  |   |          |        |        |      |              |                                      |   |  |
| 16-003   | Pa's Expressions                                |          |        | 1      |      |              | Smallshop Communication Pte Ltd      | Singapore Press Holdings Ltd                            |  |
| 16-352   | Singtel Data ExStream                           |          | 1      |        |      |              | The Prosecution Film Company Pte Ltd | OGILVY & MATHER (S) PTE LTD                             |  |
| <b>E9 - Casting</b>  |   |          |        |        |      |              |                                      |   |  |
| 16-005   | Pa's Expressions                                |          |        | 1      |      |              | Smallshop Communication Pte Ltd      | Singapore Press Holdings Ltd                            |  |
| 16-184   | Pioneer Generation Package - Love of a Lifetime |          | 1      |        |      |              | Freeflow Productions                 | DDB Tribal  |  |
| <b>E10 - Production Design/Art Direction</b>   |   |          |        |        |      |              |                                      |   |  |
| 16-056   | Portraits                                       |          | 1      |        |      |              | Saatchi & Saatchi                    | Thai Health Promotion Foundation                        |  |
| 16-185   | Pioneer Generation Package - Love of a Lifetime |          | 1      |        |      |              | Freeflow Productions                 | DDB Tribal  |  |
| 16-214   | Pa's Expressions                                |          |        |        | 1    |              | Smallshop Communication Pte Ltd      | Singapore Press Holdings Ltd                            |  |
| 16-623   | Airbnb "A Different Paris"                      |          |        |        | 1    |              | TBWA/Singapore                       | Airbnb  |  |
| <b>E11 - Cinematography</b>  |   |          |        |        |      |              |                                      |   |  |
| 16-006   | Pa's Expressions                                |          |        |        | 1    |              | Smallshop Communication Pte Ltd      | Singapore Press Holdings Ltd                            |  |

|                                    |   |   |   |   |   |  |  |                                      |   |
|------------------------------------|---|---|---|---|---|--|--|--------------------------------------|---|
| 16-186                             | Pioneer Generation Package - Love of a Lifetime |   | 1 |   |   |  |  | Freeflow Productions                 | DDB Tribal                                |
| 16-356                             | Singtel Data ExStream                           |   | 1 |   |   |  |  | The Prosecution Film Company Pte Ltd | OGILVY & MATHER (S) PTE LTD               |
| 16-593                             | Highline Residences - A Place In Time           |   |   | 1 |   |  |  | Kinetic Singapore                    | Keppel Land                               |
| <b>E12 - Editing</b>               |   |   |   |   |   |  |  |                                      |   |
| 16-187                             | Pioneer Generation Package - Love of a Lifetime | 1 |   |   |   |  |  | Freeflow Productions                 | DDB Tribal                                |
| 16-357                             | Singtel Data ExStream                           | 1 |   |   |   |  |  | The Prosecution Film Company Pte Ltd | OGILVY & MATHER (S) PTE LTD               |
| <b>E13 - Use of Original Music</b> |   |   |   |   |   |  |  |                                      |   |
| 16-015                             | CCTV My Father's Journey                        |   |   |   | 1 |  |  | Song Zu Singapore                    | WP Productions                            |
| 16-016                             | Singtel Data X Stream                           | 1 |   |   |   |  |  | Song Zu Singapore                    | Ogilvy & Mather (S) Pte Ltd               |
| 16-268                             | THE PROVISION SHOP TELEMOVIE                    |   | 1 |   |   |  |  | DDB Group Singapore                  | Ministry of Communication and Information |
| <b>E15 - Sound Design</b>          |   |   |   |   |   |  |  |                                      |   |
| 16-012                             | Magnum Photography Beatles                      | 1 |   |   |   |  |  | Song Zu Singapore                    | Six Toes Pte Ltd                          |
| 16-013                             | Magnum Photography Marilyn                      | 1 |   |   |   |  |  | Song Zu Singapore                    | Six Toes Pte Ltd                          |
| 16-014                             | Magnum Photography Che Guevara                  | 1 |   |   |   |  |  | Song Zu Singapore                    | Six Toes Pte Ltd                          |
| 16-018                             | Tiger Beer Wok                                  |   |   | 1 |   |  |  | Song Zu Singapore                    | Heineken Asia Pacific                     |
| <b>E16 - Animation</b>             |   |   |   |   |   |  |  |                                      |   |
| 16-624                             | Airbnb "A Different Paris"                      |   |   |   | 1 |  |  | TBWA/Singapore                       | Airbnb                                    |

| <b>F - Innovation</b> |                        |          |        |        |      |              |                |                |  |
|-----------------------|------------------------|----------|--------|--------|------|--------------|----------------|----------------|--|
| Entry Code            | Entry Title            | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency | Client Company |  |
| 16-410                | NIKE UNLIMITED STADIUM |          |        | 1      |      |              | BBH Singapore  | NIKE           |  |

| <b>G - Integrated</b>                    |                       |          |        |        |      |              |                           |                |  |
|--|-----------------------|----------|--------|--------|------|--------------|---------------------------|----------------|--|
| Entry Code                               | Entry Title           | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency            | Client Company |  |
| <b>G1 - Integrated Mult Channel Comm</b> |                       |          |        |        |      |              |                           |                |  |
| 16-301                                   | Singtel Data ExStream | 1        |        |        |      |              | Ogilvy & Mather Singapore | Singtel        |  |

| <b>H - Media</b>  |  |          |        |        |      |              |                           |   |  |
|---|--|----------|--------|--------|------|--------------|---------------------------|---|--|
| Entry Code  | Entry Title                            | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency            | Client Company  |  |
| <b>H5 - Use of Events &amp; Stunts</b>  |  |          |        |        |      |              |                           |   |  |
| 16-432  | Test Drive for Good                    |          | 1      |        |      |              | Y&R Singapore             | Land Rover  |  |
| 16-482  | The Ball for All                       | 1        |        |        |      |              | MullenLowe Singapore      | UNILEVER SINGAPORE (Breeze)                             |  |
| <b>H7 - Use of Social Platforms</b>   |  |          |        |        |      |              |                           |   |  |
| 16-315  | Snapchat From The Closet               | 1        |        |        |      |              | Ogilvy & Mather Singapore | Oogachaga   |  |
| 16-412  | NIKE MAMBA CAMP INSTAGRAM              |          |        |        | 1    |              | BBH Singapore             | NIKE  |  |
| <b>H8 - Use of Mobile Devices</b>   |  |          |        |        |      |              |                           |   |  |
| 16-299  | Singtel Firecracker                    | 1        |        |        |      |              | Ogilvy & Mather Singapore | Singtel   |  |
| 16-316  | Amateur Replay                         |          |        | 1      |      |              | Ogilvy & Mather Singapore | Allianz   |  |
| 16-417  | Tasks for Toys                         | 1        |        |        |      |              | Ogilvy & Mather Singapore | Toys R Us (Singapore) Pte Limited                       |  |
| <b>H12 - Work promoting Social Responsibilities that fall under any of the above sub categories</b> |  |          |        |        |      |              |                           |   |  |
| 16-273  | Do You See That Doggie in the Shelter? |          | 1      |        |      |              | DDB Group Singapore       | Society for the Prevention of Cruelty to Animals (SPCA) |  |

| <b>I - Mobile</b>                                |                     |          |        |        |      |              |                           |                                   |  |
|--|---------------------|----------|--------|--------|------|--------------|---------------------------|-----------------------------------|--|
| Entry Code                                       | Entry Title         | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency            | Client Company                    |  |
| <b>I6 - Innovative Technology for Mobile</b>     |                     |          |        |        |      |              |                           |                                   |  |
| 16-308   | Amateur Replay      |          | 1      |        |      |              | Ogilvy & Mather Singapore | Allianz                           |  |
| <b>I7 - Mobile Websites</b>                      |                     |          |        |        |      |              |                           |                                   |  |
| 16-309   | Singtel Firecracker |          |        |        | 1    | 1            | Ogilvy & Mather Singapore | Singtel                           |  |
| <b>I8 - Mobile Applications</b>                  |                     |          |        |        |      |              |                           |                                   |  |
| 16-418   | Tasks for Toys*     |          |        |        | 1    |              | Ogilvy & Mather Singapore | Toys R Us (Singapore) Pte Limited |  |
| <b>I10 - Games</b>                               |                     |          |        |        |      |              |                           |                                   |  |
| 16-277   | We Are One Force    |          | 1      |        |      |              | DDB Group Singapore       | Republic of Singapore Air Force   |  |
| <b>I13 - Innovative Use of Social for Mobile</b> |                     |          |        |        |      |              |                           |                                   |  |
| 16-217   | Canon Instazoom     |          |        | 1      |      |              | Dentsu Singapore Pte Ltd  | Canon Singapore Pte Ltd           |  |

|   |                          |   |   |   |  |  |  |                           |                                 |
|---|--------------------------|---|---|---|--|--|--|---------------------------|---------------------------------|
| 16-312                                  | Singtel Firecracker      |   |   | 1 |  |  |  | Ogilvy & Mather Singapore | Singtel                         |
| 16-313                                  | Snapchat From The Closet |   |   | 1 |  |  |  | Ogilvy & Mather Singapore | Oogachaga                       |
| 16-401                                  | In The Name Of The MAMBA | 1 |   |   |  |  |  | BBH Singapore             | NIKE                            |
| <b>I14 - Integrated Mobile Campaign</b> |                          |   |   |   |  |  |  |                           |                                 |
| 16-278                                  | We Are One Force         | 1 |   |   |  |  |  | DDB Group Singapore       | Republic of Singapore Air Force |
| <b>I17 - Visual Design/Aesthetic</b>    |                          |   |   |   |  |  |  |                           |                                 |
| 16-570                                  | MetalFest Gong 2016      |   | 1 |   |  |  |  | Kinetic Singapore         | 4AS Singapore                   |

| <b>J - Outdoor &amp; Poster</b>   |  |          |        |        |      |              |                              |  |  |
|---|--|----------|--------|--------|------|--------------|------------------------------|--|--|
| Entry Code  | Entry Title                              | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency               | Client Company                                     |  |
| <b>J1 - Posters Designed for Existing Sites</b>   |  |          |        |        |      |              |                              |  |  |
| 16-108  | The Eyes - Bicycle                       | 1        |        |        |      |              | BBDO Singapore               | Mercedes-Benz Singapore                            |  |
| 16-109  | The Eyes - Helmet                        |          | 1      |        |      |              | BBDO Singapore               | Mercedes-Benz Singapore                            |  |
| <b>J2 - Free Format Posters for Indoor Use</b>  |  |          |        |        |      |              |                              |  |  |
| 16-040  | Thinking                                 |          |        | 1      |      |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-041  | Smiling                                  |          |        | 1      |      |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-048  | Gazing                                   |          |        | 1      |      |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-110  | 360 camera - Motorcycle                  | 1        |        |        |      |              | BBDO Singapore               | Mercedes-Benz Singapore                            |  |
| 16-111  | 360 camera - Dog                         | 1        |        |        |      |              | BBDO Singapore               | Mercedes-Benz Singapore                            |  |
| 16-112  | 360 camera - Tricycle                    | 1        |        |        |      |              | BBDO Singapore               | Mercedes-Benz Singapore                            |  |
| 16-483  | Cotton                                   |          |        | 1      |      |              | MullenLowe Singapore         | UNILEVER SINGAPORE (Breeze)                        |  |
| 16-484  | Linen                                    |          |        | 1      |      |              | MullenLowe Singapore         | UNILEVER SINGAPORE (Breeze)                        |  |
| 16-485  | Wool                                     |          |        |        | 1    |              | MullenLowe Singapore         | UNILEVER SINGAPORE (Breeze)                        |  |
| 16-486  | Denim                                    |          |        |        | 1    |              | MullenLowe Singapore         | UNILEVER SINGAPORE (Breeze)                        |  |
| 16-487  | Squid                                    |          |        |        | 1    |              | MullenLowe Singapore         | UNILEVER SINGAPORE (Sunlight)                      |  |
| 16-488  | Pig                                      |          |        | 1      |      |              | MullenLowe Singapore         | UNILEVER SINGAPORE (Sunlight)                      |  |
| 16-489  | Duck                                     |          |        | 1      |      |              | MullenLowe Singapore         | UNILEVER SINGAPORE (Sunlight)                      |  |
| 16-579  | In Metal We Trust - MetalFest Gong 2016  |          |        | 1      |      |              | Kinetic Singapore            | 4AS Singapore                                      |  |
| 16-580  | Slave to the Metal - MetalFest Gong 2016 |          |        | 1      |      |              | Kinetic Singapore            | 4AS Singapore                                      |  |
| 16-581  | Ascend to Metaldom - MetalFest Gong 2016 |          |        | 1      |      |              | Kinetic Singapore            | 4AS Singapore                                      |  |
| <b>J4 - Public Service, Billboards/Posters</b>  |  |          |        |        |      |              |                              |  |  |
| 16-039  | Thinking                                 |          |        | 1      |      |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-047  | Smiling                                  |          |        |        | 1    |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-049  | Gazing                                   |          |        |        | 1    |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-218  | Boy                                      |          | 1      |        |      |              | Dentsu Singapore Pte Ltd     | Regional Environmental Awareness Cameron Highlands |  |
| 16-219  | Grandfather                              |          |        | 1      |      |              | Dentsu Singapore Pte Ltd     | Regional Environmental Awareness Cameron Highlands |  |
| 16-220  | Family                                   |          | 1      |        |      |              | Dentsu Singapore Pte Ltd     | Regional Environmental Awareness Cameron Highlands |  |
| 16-542  | Alcohol Art - Vodka                      |          | 1      |        |      |              | J. Walter Thompson Singapore | Automobile Association of Singapore                |  |
| 16-544  | Alcohol Art - Pina Colada                |          | 1      |        |      |              | J. Walter Thompson Singapore | Automobile Association of Singapore                |  |
| 16-547  | Alcohol Art - Irish Beer                 | 1        |        |        |      |              | J. Walter Thompson Singapore | Automobile Association of Singapore                |  |
| 16-548  | Alcohol Art - Dirty Martini              | 1        |        |        |      |              | J. Walter Thompson Singapore | Automobile Association of Singapore                |  |
| <b>J5 - Smallscale Special Solutions</b>  |  |          |        |        |      |              |                              |  |  |
| 16-113  | The Colour of Calm                       | 1        |        |        |      |              | Mercedes-Benz Singapore      | Mercedes-Benz Singapore                            |  |
| 16-495  | Every Grain Counts                       |          | 1      |        |      |              | Singapore Red Cross          | Singapore Red Cross                                |  |
| <b>J6 - 3D &amp; Free Format Structures</b>   |  |          |        |        |      |              |                              |  |  |
| 16-536  | Miniature Gardens                        | 1        |        |        |      |              | J. Walter Thompson Singapore | Changi Airport Group Singapore                     |  |
| <b>J7 - Live Stunts &amp; Promotional Events</b>  |  |          |        |        |      |              |                              |  |  |
| 16-411  | NIKE UNLIMITED STADIUM                   |          |        |        | 1    | 1            | BBH Singapore                | NIKE   |  |
| 16-496  | Huntsman Condoms - PETA Pranks Hunters   |          | 1      |        |      |              | MullenLowe Singapore         | PETA (People For The Ethical Treatment of Animals) |  |
| 16-494  | The Ball for All (moved from J5)         |          |        | 1      |      |              |                              | UNILEVER SINGAPORE (Breeze)                        |  |
| <b>J10 - Work promoting Social Responsibilities that fall under any of the sub categories</b> |  |          |        |        |      |              |                              |  |  |
| 16-436  | Kites of Hope                            |          | 1      |        |      |              | Y&R Singapore                | Roshni Research & Development Welfare Organisation |  |
| <b>J12 - Art Direction</b>  |  |          |        |        |      |              |                              |  |  |
| 16-034  | Thinking                                 |          |        |        |      |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-042  | Smiling                                  |          |        |        | 1    |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-050  | Gazing                                   |          |        |        |      |              | Saatchi & Saatchi            | Thai Health Promotion Foundation                   |  |
| 16-221  | Boy                                      |          |        |        |      |              | Dentsu Singapore Pte Ltd     | Regional Environmental Awareness Cameron Highlands |  |
| 16-222  | Family                                   |          | 1      |        |      |              | Dentsu Singapore Pte Ltd     | Regional Environmental Awareness Cameron Highlands |  |
| 16-223  | Grandfather                              |          |        |        |      |              | Dentsu Singapore Pte Ltd     | Regional Environmental Awareness Cameron Highlands |  |
| 16-493  | Wool                                     |          |        |        | 1    |              | MullenLowe Singapore         | UNILEVER SINGAPORE (Breeze)                        |  |
| 16-576  | Slave to the Metal - MetalFest Gong 2016 |          |        |        |      |              | Kinetic Singapore            | 4AS Singapore                                      |  |

|   |  |  |  |  |   |   |  |                      |                               |
|---|--|--|--|--|---|---|--|----------------------|-------------------------------|
| 16-577  | In Metal We Trust - MetalFest Gong 2016  |  |  |  | 1 |   |  | Kinetic Singapore    | 4AS Singapore                 |
| 16-578  | Ascend to Metaldom - MetalFest Gong 2016 |  |  |  |   |   |  | Kinetic Singapore    | 4AS Singapore                 |
| <b>J13 - Typography</b>                           |  |  |  |  |   |   |  |                      |                               |
| 16-573  | Slave to the Metal - MetalFest Gong 2016 |  |  |  |   |   |  | Kinetic Singapore    | 4AS Singapore                 |
| 16-574  | In Metal We Trust - MetalFest Gong 2016  |  |  |  | 1 |   |  | Kinetic Singapore    | 4AS Singapore                 |
| 16-575  | Ascend to Metaldom - MetalFest Gong 2016 |  |  |  |   |   |  | Kinetic Singapore    | 4AS Singapore                 |
| <b>J14 - Illustration: Traditional and/or CGI</b> |  |  |  |  |   |   |  |                      |                               |
| 16-491  | Pig                                      |  |  |  |   | 1 |  | MullenLowe Singapore | UNILEVER SINGAPORE (Sunlight) |
| 16-492  | Duck                                     |  |  |  |   |   |  | MullenLowe Singapore | UNILEVER SINGAPORE (Sunlight) |
| 16-571  | In Metal We Trust - MetalFest Gong 2016  |  |  |  |   |   |  | Kinetic Singapore    | 4AS Singapore                 |
| 16-572  | Ascend to Metaldom - MetalFest Gong 2016 |  |  |  | 1 |   |  | Kinetic Singapore    | 4AS Singapore                 |
| 16-582  | Slave to the Metal - MetalFest Gong 2016 |  |  |  |   |   |  | Kinetic Singapore    | 4AS Singapore                 |

| <b>K - Print</b>  |  |          |        |        |      |              |                          |   |  |
|---|--|----------|--------|--------|------|--------------|--------------------------|---|--|
| Entry Code  | Entry Title                            | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency           | Client Company  |  |
| <b>K5 - Household Cleaning Products</b>   |  |          |        |        |      |              |                          |   |  |
| 16-497  | Squid                                  |          |        |        | 1    |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Sunlight)                           |  |
| 16-498  | Pig                                    |          |        | 1      |      |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Sunlight)                           |  |
| 16-499  | Duck                                   |          |        | 1      |      |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Sunlight)                           |  |
| 16-502  | Wool                                   |          |        |        | 1    | 1            | MullenLowe Singapore     | UNILEVER SINGAPORE (Breeze)                             |  |
| 16-503  | Denim                                  |          |        |        | 1    |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Breeze)                             |  |
| 16-504  | Linen                                  |          |        | 1      |      |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Breeze)                             |  |
| 16-505  | Cotton                                 |          |        | 1      |      |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Breeze)                             |  |
| <b>K13 - Public Service, Charity &amp; Fund Raising</b>                                 |  |          |        |        |      |              |                          |   |  |
| 16-036  | Thinking                               |          |        | 1      |      |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-044  | Smiling                                |          |        | 1      |      |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-052  | Gazing                                 |          |        |        | 1    |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-224  | Boy                                    |          | 1      |        |      |              | Dentsu Singapore Pte Ltd | Regional Environmental Awareness Cameron Highlands      |  |
| 16-225  | Family                                 |          | 1      |        |      |              | Dentsu Singapore Pte Ltd | Regional Environmental Awareness Cameron Highlands      |  |
| 16-226  | Grandfather                            |          | 1      |        |      |              | Dentsu Singapore Pte Ltd | Regional Environmental Awareness Cameron Highlands      |  |
| <b>K32 - Original Print and Publishing: Content</b>                                     |  |          |        |        |      |              |                          |   |  |
| 16-114  | The Colour of Calm                     |          | 1      |        |      |              | BBDO Singapore           | Mercedes-Benz Singapore                                 |  |
| <b>K34 - Work promoting Social Responsibility that fall under any of the categories</b> |  |          |        |        |      |              |                          |   |  |
| 16-284  | Do You See That Doggie in the Shelter? |          |        |        | 1    |              | DDB Group Singapore      | Society for the Prevention of Cruelty to Animals (SPCA) |  |
| <b>K35 - Copywriting</b>  |  |          |        |        |      |              |                          |   |  |
| 16-501  | Guy                                    |          | 1      |        |      |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Closeup)                            |  |
| <b>K36 - Art Direction</b>  |  |          |        |        |      |              |                          |   |  |
| 16-037  | Thinking                               |          |        |        |      |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-045  | Smiling                                |          |        |        | 1    |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-053  | Gazing                                 |          |        |        |      |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-227  | Boy                                    |          | 1      |        |      |              | Dentsu Singapore Pte Ltd | Regional Environmental Awareness Cameron Highlands      |  |
| 16-228  | Family                                 |          | 1      |        |      |              | Dentsu Singapore Pte Ltd | Regional Environmental Awareness Cameron Highlands      |  |
| 16-229  | Grandfather                            |          | 1      |        |      |              | Dentsu Singapore Pte Ltd | Regional Environmental Awareness Cameron Highlands      |  |
| 16-500  | Squid                                  |          |        |        | 1    |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Sunlight)                           |  |
| <b>K38 - Typography</b>   |  |          |        |        |      |              |                          |   |  |
| 16-506  | Wool                                   |          |        |        |      |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Breeze)                             |  |
| 16-507  | Denim                                  |          |        |        | 1    |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Breeze)                             |  |
| 16-508  | Linen                                  |          |        |        |      |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Breeze)                             |  |
| 16-509  | Cotton                                 |          |        |        |      |              | MullenLowe Singapore     | UNILEVER SINGAPORE (Breeze)                             |  |
| <b>K39 - Photography</b>  |  |          |        |        |      |              |                          |   |  |
| 16-038  | Thinking                               |          |        |        |      |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-046  | Smiling                                |          | 1      |        |      |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-054  | Gazing                                 |          |        |        |      |              | Saatchi & Saatchi        | Thai Health Promotion Foundation                        |  |
| 16-230  | Boy                                    |          |        |        |      |              | Calibre Pictures & Ideas | Regional Environmental Awareness Cameron Highlands      |  |
| 16-231  | Grandfather                            |          | 1      |        |      |              | Calibre Pictures & Ideas | Regional Environmental Awareness Cameron Highlands      |  |
| 16-232  | Family                                 |          |        |        |      |              | Calibre Pictures & Ideas | Regional Environmental Awareness Cameron Highlands      |  |

| <b>L - Promo &amp; Activation</b> |             |          |        |        |      |              |                |                |  |
|-----------------------------------|-------------|----------|--------|--------|------|--------------|----------------|----------------|--|
| Entry Code                        | Entry Title | Finalist | Bronze | Silver | Gold | Best of Cat. | Entrant Agency | Client Company |  |

| <b>L1 - Use of Promotional Events &amp; Stunts</b>  |  |   |   |   |   |   |  |                           |   |
|---|--|---|---|---|---|---|--|---------------------------|---|
| 16-285  | Chocolate Crowbars                     |   | 1 |   |   |   |  | DDB Group Singapore       | Association of Accredited Advertising Agents (4As)      |
| 16-510  | Huntsman Condoms - PETA Pranks Hunters | 1 |   |   |   |   |  | MullenLowe Singapore      | PETA (People For The Ethical Treatment of Animals)      |
| <b>L2 - Use of Live Shows/Concerts/Festivals</b>  |  |   |   |   |   |   |  |                           |   |
| 16-404  | NIKE- THE LAST 24                      |   |   | 1 |   |   |  | BBH Singapore             | NIKE  |
| <b>L3 - Use of Exhibitions &amp; Installations</b>  |  |   |   |   |   |   |  |                           |   |
| 16-405  | NIKE UNLIMITED STADIUM                 |   |   |   | 1 | 1 |  | BBH Singapore             | NIKE  |
| <b>L7 - Use of Broadcast in a Promotional Campaign</b>  |  |   |   |   |   |   |  |                           |   |
| 16-511  | CHAMKI - The Girl From The Future      | 1 |   |   |   |   |  | MullenLowe Singapore      | UNILEVER (Lifebuoy)                                     |
| <b>L9 - Use of Competitions &amp; Promotional Games</b>   |  |   |   |   |   |   |  |                           |   |
| 16-512  | The Ball for All                       |   | 1 |   |   |   |  | MullenLowe Singapore      | UNILEVER SINGAPORE (Breeze)                             |
| <b>L11 - Use of Digital Advertising in a Promotional Campaign</b>                                   |  |   |   |   |   |   |  |                           |   |
| 16-423  | Tasks for Toys                         |   |   | 1 |   |   |  | Ogilvy & Mather Singapore | Toys R Us (Singapore) Pte Limited                       |
| <b>L13 - Use of Social in a Promotional Campaign</b>  |  |   |   |   |   |   |  |                           |   |
| 16-115  | Tiger Beer Street Food Campaign        | 1 |   |   |   |   |  | BBDO Singapore            | Asia Pacific Breweries Singapore                        |
| <b>L14 - Integrated Campaign by Promo &amp; Activation</b>  |  |   |   |   |   |   |  |                           |   |
| 16-307  | Singtel Data ExStream                  | 1 |   |   |   |   |  | Ogilvy & Mather Singapore | Singtel   |
| <b>L15 - Work promoting Social Responsibilities that fall under any of the above sub categories</b> |  |   |   |   |   |   |  |                           |   |
| 16-132  | History: Buy Out Slave                 | 1 |   |   |   |   |  | GOVT Singapore            | A+E Network, History                                    |
| 16-286  | Do You See That Doggie in the Shelter  |   | 1 |   |   |   |  | DDB Group Singapore       | Society for the Prevention of Cruelty to Animals (SPCA) |
| 16-415  | Income OrangeAid 'Back to School'      | 1 |   |   |   |   |  | BBH Asia Pacific          | Income  |
| 16-437  | Test Drive for Good                    | 1 |   |   |   |   |  | Y&R Singapore             | Land Rover  |

| <b>M - Radio</b>                             |  |                           |        |        |      |              |                           |                     |  |
|--|--|---------------------------|--------|--------|------|--------------|---------------------------|---------------------|--|
| Entry Code                                   | Entry Title  | Finalist                  | Bronze | Silver | Gold | Best of Cat. | Entrant Agency            | Client Company      |  |
| <b>M4 - Pharmaceuticals, Beauty Products</b> |  |                           |        |        |      |              |                           |                     |  |
| 16-515                                       | The Comb Over                                      | 1                         |        |        |      |              | MullenLowe Singapore      | UNILEVER (CLEAR)    |  |
| <b>M17 - Scriptwriting</b>                   |  |                           |        |        |      |              |                           |                     |  |
| 16-321                                       | Poems from the Womb - In Her Womb, There is a Door | 1                         |        |        |      |              | Ogilvy & Mather Singapore | The Life Foundation |  |
| 16-516                                       | The Comb Over                                      | 1                         |        |        |      |              | MullenLowe Singapore      | UNILEVER (CLEAR)    |  |
| 16-517                                       | The Man Bun  | 1                         |        |        |      |              | MullenLowe Singapore      | UNILEVER (CLEAR)    |  |
| <b>M18 - Performance</b>                     |  |                           |        |        |      |              |                           |                     |  |
| 16-285                                       | Poems from the Womb - In Her Womb, There is a Door |                           | 1      |        |      |              | Ogilvy & Mather Singapore | The Life Foundation |  |
|  |  |                           |        |        |      |              |                           |                     |  |
|  |  |                           |        |        |      |              |                           |                     |  |
| <b>Special Achievement Awards</b>            |  |                           |        |        |      |              |                           |                     |  |
|  | 1 <b>Agency Of The Year</b>                        | MullenLowe Singapore      |        |        |      |              |                           |                     |  |
|  | 2 <b>Independent Agency Of The Year</b>            | Kinetic Singapore         |        |        |      |              |                           |                     |  |
|  | 3 <b>Design Agency Of The Year</b>                 | Kinetic Singapore         |        |        |      |              |                           |                     |  |
|  | 4 <b>Production Company Of The Year</b>            | Freeflow Productions      |        |        |      |              |                           |                     |  |
|  | 5 <b>Advertiser Of The Year</b>                    | UNILEVER SINGAPORE        |        |        |      |              |                           |                     |  |
|  | 6 <b>Digital Agency Of The Year</b>                | Ogilvy & Mather Singapore |        |        |      |              |                           |                     |  |
|  | 7 <b>Gong For Good (16-284)</b>                    | DDB Group Singapore       |        |        |      |              |                           |                     |  |
|  | 8 <b>Grand Prix</b>                                | BBH Singapore             |        |        |      |              | Nike Unlimited Stadium    |                     |  |
|  | 9 <b>Creative Client of the Year</b>               | Income                    |        |        |      |              | Finalist                  |                     |  |
|  |  |                           |        |        |      |              |                           |                     |  |
|  | 1 <b>Young Art Director of the Year</b>            | MullenLowe Singapore      |        |        |      |              | Alex Tan                  |                     |  |
|  | 2 <b>Young Copywriter of the Year</b>              | Ogilvy & Mather Singapore |        |        |      |              | Augustus Sung             |                     |  |
|  | 3 <b>Young Designer of the Year</b>                | Kinetic Singapore         |        |        |      |              | Gian Jonathan             |                     |  |
|  |  |                           |        |        |      |              |                           |                     |  |
|  | 1 <b>Producer of the Year</b>                      | Smallshop Communicator    |        |        |      |              | Lee Han-Ting              |                     |  |
|  | 2 <b>Director of the Year</b>                      | Smallshop Communicator    |        |        |      |              | Wayne Peng                |                     |  |
|  | 3 <b>Photographer of the Year</b>                  | Nemesis Pictures          |        |        |      |              | Jeremy Wong               |                     |  |
|  |  |                           |        |        |      |              |                           |                     |  |
|  | <b>NexGen</b>                                      |                           |        |        |      |              |                           |                     |  |
|  | 1 <b>Cheryl Chu &amp; Sharin Izhar</b>             | DDB Group Singapore       |        |        |      |              |                           |                     |  |
|  | 2 <b>Sean Tan &amp; Andrew Lee</b>                 | Kinetic Singapore         |        |        |      |              |                           |                     |  |
|  | 3 <b>Eugene Yow &amp; Tytan Chang</b>              | DDB Group Singapore       |        |        |      |              |                           |                     |  |