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## Effie Singapore Awards 2015 Winners

On May 22, Effie Singapore celebrated the winners of the 2015 Effie Singapore Awards. Twenty-seven marketers and agencies were announced as winners of the 2015 Singapore Effie Awards at a gala dinner at the Pan Pacific Hotel in Singapore. A total of 17 awards were handed out this year, including 5 Gold, 5 Silver and 7 Bronze.

Hosted annually by the Institute of Advertising Singapore (IAS), the mission of the Effie Awards is to honor the marketing communications industry's most effective work and to celebrate the great ideas, insightful strategies and outstanding creative that achieve real results. The competition is open to all forms of consumer engagement – whether mainstream or alternative; digital or print; design or advertising; paid or unpaid.

DDB Group Singapore emerged as the night's big winner, taking home Gold for McDonald's and Singapore Air Force, and Silver for National Environment Agency and Ministry of Communications and Information. BBH Asia Pacific and Publicis Singapore were both awarded complete sets of Effies – each winning a gold, silver and bronze. Pocari Sweat and Scoot emerged as the top marketers, winning one gold and one silver each.

The winners were decided through a two-round judging process led by 2015 Jury Chair Fiona Gordon, Group Chairman, Ogilvy & Mather Singapore, and a jury comprising 37 of Singapore's most accomplished advertising and marketing professionals.

Commenting on the 2015 winners, Jury Chair Fiona Gordon said, "This year's Effie winners stood out for pushing the envelope by shaping the industry, leading a brand into a new space or breaking the mold for their category in ways that achieved incredible results in the real world. On behalf of IAS and the jury, I would like to thank everyone that took part in the competition and gala dinner this year, and congratulate all the winners for their outstanding efforts."

“IAS mission is to help the marcoms sector in Singapore innovate and seize a global leadership role. The Effie Awards is a renowned global platform for us to benchmark ourselves on IDEAs that drives business results,” said Goh ShuFen, President of IAS.

Said Priti Mehra, Jury Member and Managing Director, Millward Brown Singapore, “The standard of entries was pretty high with very creative use of different media touchpoints to drive efficiency. Overall there were some very impactful campaigns this year which made our job even more difficult.”

[See the full list of winners >](#)