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## 25 Winners Raise the Bar of Effectiveness at Singapore's 2014 Effie Awards

Winners of Singapore's Effie Awards were unveiled and honored at a gala dinner on June 9th at the Pan Pacific Hotel.

Held annually by the Institute of Advertising Singapore (IAS), Singapore's Effie Award is judged on effectiveness, recognizing outstanding marketing communication work that draws on insightful strategy and creativity to yield impactful results.

A jury of Singapore's leading senior advertising and marketing professionals, led by Effie Singapore Chairman Ben Lightfoot, awarded a total of fifteen awards this year. Four gold, five silver and six bronze Effies were awarded across ten categories to twenty-five winning marketers and agencies.

DDB Group Singapore and OMD Singapore led the charge, taking home six awards each. The Health Promotion Board picked up two golds for "I Quit 28 Day Countdown" and "Recipe". "The Great Human Experience" by Ogilvy & Mather Singapore for the Singapore Tourism Board and "Arthur's Day 2013" by BBDO Singapore/ZenithOptimedia for Guinness were also awarded gold.

Commenting on the winners' roster for this year's Effies, Effie Singapore Chairman Ben Lightfoot said, "We

are incredibly pleased with all of the submissions and their exceptional quality. This year's entries have certainly continued to set the bar high for marketing effectiveness. The award winners clearly demonstrated a distinction in how they innovated to change perceptions and behaviors to drive results. I'd like to congratulate them all on behalf of IAS, Effie and the jury."

An analysis of the medalists by research agency and presenting partner, Millward Brown, showed that successful brands and marketing strategies placed equal importance on achieving long-term brand value and sales targets. In the products and services category, Millward Brown found that advertisers and agencies that had a well-defined clarity of purpose and point of differentiation for their brands not only made up 90 percent of the winners at the 2014 Effie Singapore awards, but also saw a significant increase in sales.

"A focused creative strategy emerged as the key point of differentiation that set the award winners apart from other entrants," said Priti Mehra, Managing Director, Millward Brown Singapore. "While it is becoming increasingly difficult for brands to stand out in the crowd, the building blocks of an effective campaign remain the same – a well-defined goal complemented by strong insights, and amplifying the message in an innovative and connected manner. We are proud to continue supporting clients and brands in their development and growth by providing a better understanding of industries, audiences and consumers in the region."

Effie Award Singapore 2014 was organized by IAS and sponsored by Asia Pacific Breweries Singapore, MediaCorp and Millward Brown.

To view the 2014 Effie Singapore official release and full list of winners, please click [here](#) or visit the [IAS website](#).

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About Effie Worldwide Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).