

EFFIE AWARDS SINGAPORE 2023 FINALISTS

Category	Brand	Campaign/Entry Title	Client	Primary Agency
Brand Content & Entertainment - Products & Services	5G Live Activation	5G Live Activation	Singtel (Singapore)	Leo Burnett Singapore (Singapore)
Brand Content & Entertainment - Products & Services	GOMO 5G "Better/Cleverer"/Work from Anywhere	GOMO 5G Not Just Better, CLEVERER	GOMO By Singtel	Publicis Singapore (Singapore)
Brand Content & Entertainment - Products & Services	HSBC Singapore	HSBC Singapore	HSBC Singapore	Wunderman Thompson Singapore (Singapore)
Brand Integration & Entertainment Partnerships	Ranger Buddies	It All Begins With C.O.U.R.A.G.E.	Mandai Wildlife Group Singapore	Superpixel Pte Ltd (Singapore)
C&S_E-Commerce	Grab	Grab 100+ Cities Long-Distance Gifting: turning a user hack into an unexpected new business	GRAB (Singapore)	GRAB (Singapore)
Culture & The Arts	The Arts Can Inspire Your Everyday	The Arts Can Inspire Your Everyday	National Arts Council Singapore	BLKJ HAVAS (Singapore)
Customer Experience	Grab	Grab 100+ Cities Long-Distance Gifting: turning a user hack into an unexpected new business	GRAB (Singapore)	GRAB (Singapore)
David vs. Goliath	Trust Bank Launch Campaign	Trust Bank Launch Campaign	Trust Bank Singapore Limited	Irisnation Singapore Pte Ltd (Singapore)
David vs. Goliath	Gojek	Singapore's Favourite Side Trip	Gojek Singapore	Forsman & Bodenfors Singapore (Singapore)
Engaged Community Marketing	GOMO Roaming (Kinda) Travel Influencers	GOMO Roaming (Kinda) Travel Influencers	GOMO By Singtel	Publicis Singapore (Singapore)
Experiential Marketing & Brand Experience: Live, Digital, Live + Digital(formerly "Brand Experience")	5G Live Activation	5G Live Activation	Singtel (Singapore)	Leo Burnett Singapore (Singapore)
Experiential Marketing & Brand Experience: Live, Digital, Live + Digital(formerly "Brand Experience")	HSBC Singapore	HSBC Singapore	HSBC Singapore	Wunderman Thompson Singapore (Singapore)
Experiential Marketing & Brand Experience: Live, Digital, Live + Digital(formerly "Brand Experience")	Collecting Contemporary Singapore	OFF / ON: Everyday Technology that Changed Our Lives, 1970s-2000s	National Museum Of Singapore	BLKJ HAVAS (Singapore)
Finance	Trust Bank Launch Campaign	Trust Bank Launch Campaign	Trust Bank Singapore Limited	Irisnation Singapore Pte Ltd (Singapore)
Food & Beverage - Restaurant/Outlet	McDonald's	Scream for Ice Cream!	McDonald's Singapore	Leo Burnett Singapore (Singapore)
Government & Public Service	Health Promotion Board	HIV doesn't differentiate	Health Promotion Board	Publicis Singapore (Singapore)
Home Furnishings & Appliances	Samsung BESPOKE	Make it Yours, Make it BESPOKE	Samsung Singapore	BBH Singapore (Singapore)
Influencer Marketing	GOMO Roaming (Kinda) Travel Influencers	GOMO Roaming (Kinda) Travel Influencers	GOMO By Singtel	Publicis Singapore (Singapore)
Leisure & Recreation	Spark Connections	The Undercover Agent of Love	Ministry of Social and Family Development Singapore	Grey Singapore (Singapore)
Marketing Disruptors	Income PA Assurance	Will. Power. made yours PA Assurance	Income Insurance Limited	The Gap People Pte Ltd (Singapore)
Media Idea	Income Gro Retire Flex Pro	Retirement Dreams Gro Retire Flex Pro	Income Insurance Limited	The Gap People Pte Ltd (Singapore)
Media Idea	Income Star Secure Pro	Courage made yours Star Secure Pro	Income Insurance Limited	The Gap People Pte Ltd (Singapore)
Media Idea	Income PA Assurance	Will. Power. made yours PA Assurance	Income Insurance Limited	The Gap People Pte Ltd (Singapore)
New Product, Service or Business - Launch, Innovation or Line Extension	FlexiTravel	Happy Hour with Income's FlexiTravel	Income Insurance Limited	BBH Singapore (Singapore)
New Product, Service or Business - Launch, Innovation or Line Extension	Grab	Grab 100+ Cities Long-Distance Gifting: turning a user hack into an unexpected new business	GRAB (Singapore)	GRAB (Singapore)
New Product, Service or Business - Launch, Innovation or Line Extension	Singtel Super Stacker	Singtel Super Stacker	Singtel (Singapore)	Leo Burnett Singapore (Singapore)
Performance Marketing	Citibank	You're Always Ahead with Citi Credit Cards	Citibank Singapore	Spark Foundry Singapore (Singapore)
Retail, eCommerce & Shopper Marketing	Grab	Grab 100+ Cities Long-Distance Gifting: turning a user hack into an unexpected new business	GRAB (Singapore)	GRAB (Singapore)
Sustained Success	Early Childhood Development Agency	Five Years of Shaping Our Tomorrow	Early Childhood Development Agency	Ogilvy Singapore Pte Ltd (Singapore)
T&SE _ Crisis Response / Critical Pivot	Republic of Singapore Navy	It's not crazy. It's the Navy.	Republic of Singapore Navy	MullenLowe Salt Singapore Pte. Ltd. (Singapore)
T&SE _ Timely Opportunity & Current Events	Grab	How to Avoid Becoming A Halloween Horror Story	GRAB (Singapore)	GRAB (Singapore)
Transportation	Gojek	Singapore's Favourite Side Trip	Gojek Singapore	Forsman & Bodenfors Singapore (Singapore)

Travel & Tourism	Collecting Contemporary Singapore	OFF / ON: Everyday Technology that Changed Our Lives, 1970s-2000s	National Museum Of Singapore	BLKJ HAVAS (Singapore)
Youth Marketing - Products & Services	GOMO Roaming (Kinda) Travel Influencers	GOMO Roaming (Kinda) Travel Influencers	GOMO By Singtel	Publicis Singapore (Singapore)
Youth Marketing - Products & Services	Health Promotion Board	It's OKAY to reach out (Youth 2022)	Health Promotion Board	Publicis Singapore (Singapore)