

SMMA WINNERS LIST 2023 - BY CATEGORY					
AWARD	ENTRY TITLE	BRAND	AGENCY	Main Category	Category
GOLD	GOMO 5G - Not Just Better, Cleverer	GOMO BY SINGTEL SINGAPORE	PUBLICIS SINGAPORE	Marketing Achievement Awards	Best Brand Awareness Campaign
SILVER	Samsung Galaxy S23 Series Launch	SAMSUNG SINGAPORE	STARCOM SINGAPORE	Marketing Achievement Awards	Best Brand Awareness Campaign
BRONZE	GOMO Travel	GOMO BY SINGTEL SINGAPORE	PUBLICIS SINGAPORE	Marketing Achievement Awards	Best Brand Awareness Campaign
FINALIST	DBS PayLah! Hidden Gem Hawker Awards 2022	DBS BANK	PERFORMICS	Marketing Achievement Awards	Best Brand Awareness Campaign
FINALIST	DBSxManulife Retirement Booster	DBS BANK	TRIBAL WORLDWIDE	Marketing Achievement Awards	Best Brand Awareness Campaign
FINALIST	HSBC Life - Make Life Move with You	HSBC LIFE SINGAPORE	PHD SINGAPORE	Marketing Achievement Awards	Best Brand Awareness Campaign
FINALIST	Income's Gro Cash Sure	INCOME INSURANCE LTD	BBH SINGAPORE	Marketing Achievement Awards	Best Brand Awareness Campaign
FINALIST	Scenting Success: YSL Libre Breakthrough Campaign	LOREAL YSL BEAUTY	ZENITH MEDIA	Marketing Achievement Awards	Best Brand Awareness Campaign
FINALIST	An Unconventional Invitation to Paradise	MANDAI WILDLIFE GROUP	SPARK FOUNDRY	Marketing Achievement Awards	Best Brand Awareness Campaign
FINALIST	Welcome to World Class	SINGAPORE AIRLINES	PHD SINGAPORE	Marketing Achievement Awards	Best Brand Awareness Campaign
FINALIST	Trust Bank Branding	TRUST BANK LTD SINGAPORE	STELLAR ACE	Marketing Achievement Awards	Best Brand Awareness Campaign
GOLD	DBS PayLah! Hidden Gem Hawker Awards 2022	DBS BANK	PERFORMICS	Marketing Achievement Awards	Best Brand Engagement Campaign
SILVER	Magnum Classics Remix: Elevate Your Indulgence	UNILEVER SINGAPORE	MINDSHARE SINGAPORE	Marketing Achievement Awards	Best Brand Engagement Campaign
BRONZE	A ZOObilee Celebration	MANDAI WILDLIFE GROUP	SPARK FOUNDRY	Marketing Achievement Awards	Best Brand Engagement Campaign
FINALIST	Citibank Life and Money Hub: Fuelling financial aspirations through storytelling	CITIBANK	YAHOO	Marketing Achievement Awards	Best Brand Engagement Campaign
FINALIST	HSBC Life - Make Life Move with You	HSBC LIFE SINGAPORE	PHD SINGAPORE	Marketing Achievement Awards	Best Brand Engagement Campaign
FINALIST	Income's Travel Insurance: TRAPPED	INCOME INSURANCE LTD	BBH SINGAPORE	Marketing Achievement Awards	Best Brand Engagement Campaign
FINALIST	Kiehl's NYC Subway - Trash to Art Podium	L'Oréal SINGAPORE	ZENITH MEDIA	Marketing Achievement Awards	Best Brand Engagement Campaign
FINALIST	Scenting Success: YSL Libre Breakthrough Campaign	LOREAL YSL BEAUTY	ZENITH MEDIA	Marketing Achievement Awards	Best Brand Engagement Campaign
FINALIST	Sentosa's Jubilee 50th - Discovery Neverending	SENTOSA DEVELOPMENT CORP	UNIVERSAL MCCANN WORLDGROUP	Marketing Achievement Awards	Best Brand Engagement Campaign
FINALIST	5G Live Activation	SINGTEL SINGAPORE	LEO BURNETT SINGAPORE	Marketing Achievement Awards	Best Brand Engagement Campaign
FINALIST	Trust Bank Branding	TRUST BANK LTD SINGAPORE	STELLAR ACE	Marketing Achievement Awards	Best Brand Engagement Campaign
SILVER	FairPrice Greater Value Every Day	FAIRPRICE GROUP	IRIS SINGAPORE	Marketing Achievement Awards	Best Brand Transformation Campaign
BRONZE	Leave it to DBS digibank	DBS BANK	THE SECRET LITTLE AGENCY	Marketing Achievement Awards	Best Brand Transformation Campaign
FINALIST	GOMO 5G - Not Just Better, Cleverer	GOMO BY SINGTEL SINGAPORE	PUBLICIS SINGAPORE	Marketing Achievement Awards	Best Brand Transformation Campaign
FINALIST	HSBC Life - Make Life Move with You	HSBC LIFE SINGAPORE	PHD SINGAPORE	Marketing Achievement Awards	Best Brand Transformation Campaign
FINALIST	Samsung Galaxy S23 Series Launch	SAMSUNG SINGAPORE	STARCOM SINGAPORE	Marketing Achievement Awards	Best Brand Transformation Campaign
FINALIST	Because Travel Deserves Better	SCOOT PTE LTD	PHD SINGAPORE	Marketing Achievement Awards	Best Brand Transformation Campaign
GOLD	GOMO Travel	GOMO BY SINGTEL SINGAPORE	PUBLICIS SINGAPORE	Marketing Achievement Awards	Best Campaign with a Small Budget
SILVER	Unlocking Sales with Shoppable Recipes: The Knorr Approach	UNILEVER SINGAPORE	MINDSHARE SINGAPORE	Marketing Achievement Awards	Best Campaign with a Small Budget
FINALIST	FairPrice Blocks of Celebration	FAIRPRICE GROUP	DESIGNORY	Marketing Achievement Awards	Best Campaign with a Small Budget
FINALIST	Kiehl's NYC Subway - Trash to Art Podium	L'Oréal SINGAPORE	ZENITH MEDIA	Marketing Achievement Awards	Best Campaign with a Small Budget
FINALIST	A Not So B&W Way to celebrate Panda	MANDAI WILDLIFE GROUP	SPARK FOUNDRY	Marketing Achievement Awards	Best Campaign with a Small Budget
FINALIST	Collaborative Ads Lazada Campaign (Samsung Monitor)	SAMSUNG ELECTRONICS SINGAPORE PTE LTD	STARCOM SINGAPORE	Marketing Achievement Awards	Best Campaign with a Small Budget
FINALIST	WINK+ Holland & Barrett Giveaway	STELLAR ACE	STELLAR ACE	Marketing Achievement Awards	Best Campaign with a Small Budget
GOLD	The Great Singapore Give	NATIONAL VOLUNTEER AND PHILANTHROPY CENTRE (NVPC)	RED ² DIGITAL	Marketing Achievement Awards	Best Performance Campaign
SILVER	GOMO - Get Out and Get More Customers	GOMO BY SINGTEL SINGAPORE	OMD SINGAPORE	Marketing Achievement Awards	Best Performance Campaign
BRONZE	Samsung Galaxy S23 Series Pre-Order Campaign	SAMSUNG ELECTRONICS SINGAPORE PTE LTD	STARCOM SINGAPORE	Marketing Achievement Awards	Best Performance Campaign
FINALIST	Citigold: True Worth - Redefining Conventional Definitions of Wealth	CITIBANK SG	SPARK FOUNDRY	Marketing Achievement Awards	Best Performance Campaign
FINALIST	You're Always Ahead with Citibank Credit Cards	CITIBANK SG	SPARK FOUNDRY	Marketing Achievement Awards	Best Performance Campaign
FINALIST	DBS PayLah! Hidden Gem Hawker Awards 2022	DBS BANK	THE SECRET LITTLE AGENCY	Marketing Achievement Awards	Best Performance Campaign
FINALIST	WINK+ Holland & Barrett Giveaway	STELLAR ACE	STELLAR ACE	Marketing Achievement Awards	Best Performance Campaign

FINALIST	Painting The Town Trust Blue	TRUST BANK LTD SINGAPORE	HAVAS MEDIA SG	Marketing Achievement Awards	Best Performance Campaign
FINALIST	Unlocking Retail Insights: Dove Micellar Vitamin	UNILEVER SINGAPORE	MINDSHARE SINGAPORE	Marketing Achievement Awards	Best Performance Campaign
GOLD	Panadot: Precision in Crisis	HALEON SINGAPORE	ZENITH MEDIA	Marketing Achievement Awards	Best Response Campaign
SILVER	FairPrice Greater Value Every Day	FAIRPRICE GROUP	IRIS SINGAPORE	Marketing Achievement Awards	Best Response Campaign
GOLD	Community Chest: Champion Every Potential	NATIONAL COUNCIL OF SOCIAL SERVICE (NCSS)	GOVT SINGAPORE	Marketing Achievement Awards	Greater Good Awards
BRONZE	The Great Singapore Give	NATIONAL VOLUNTEER AND PHILANTHROPY CENTRE (NVPC)	RED ² DIGITAL	Marketing Achievement Awards	Greater Good Awards
BRONZE	Singtel Device Donation - Turning Hoarders into Do-Gooders	SINGTEL SINGAPORE	LEO BURNETT SINGAPORE	Marketing Achievement Awards	Greater Good Awards
FINALIST	DBS PayLah! Hidden Gem Hawker Awards 2022	DBS BANK	THE SECRET LITTLE AGENCY	Marketing Achievement Awards	Greater Good Awards
FINALIST	LiveBetter	DBS BANK	PERFORMICS	Marketing Achievement Awards	Greater Good Awards
FINALIST	POSB River Hongbao #NeighboursDoGood	DBS BANK	THE SECRET LITTLE AGENCY	Marketing Achievement Awards	Greater Good Awards
FINALIST	Courage made yours Income Star Secure Pro	INCOME INSURANCE LTD	THE GAP PEOPLE	Marketing Achievement Awards	Greater Good Awards
FINALIST	Moment made yours Income TermLife Solitaire	INCOME INSURANCE LTD	THE GAP PEOPLE	Marketing Achievement Awards	Greater Good Awards
GOLD	GOMO - Get Out and Get More Customers	GOMO BY SINGTEL SINGAPORE	OMD SINGAPORE	Media Achievement Awards	Best Use of Commerce/Social Commerce
SILVER	Inspiration Commerce	SAMSUNG ELECTRONICS (Southeast Asia & Oceania)	BBH SINGAPORE	Media Achievement Awards	Best Use of Commerce/Social Commerce
GOLD	Search-Driven Storyteller: Captivating Audiences with SEO Content	MARINA BAY SANDS SINGAPORE	RED ² DIGITAL	Media Achievement Awards	Best use of Content
SILVER	XMM Scam	SINGAPORE POLICE FORCE	STARCOM SINGAPORE	Media Achievement Awards	Best use of Content
BRONZE	Hidden Gems: A FlexiTravel Content Series	INCOME INSURANCE LTD	OMD SINGAPORE	Media Achievement Awards	Best use of Content
FINALIST	Citibank Life and Money Hub: Fueling financial aspirations through storytelling	CITIBANK	YAHOO	Media Achievement Awards	Best use of Content
FINALIST	Everyday Heroes	IBM	MINDSHARE SG/OGILVY SG	Media Achievement Awards	Best use of Content
FINALIST	It's Social Gathering Time Now with Schweppes	THE COCA COLA COMPANY	ESSENCE MEDIACOM	Media Achievement Awards	Best use of Content
SILVER	Panadot: Precision in Crisis	HALEON SINGAPORE	ZENITH MEDIA	Media Achievement Awards	Best Use of Digital Media
BRONZE	This Trip's On Citi	CITIBANK SG	SPARK FOUNDRY	Media Achievement Awards	Best Use of Digital Media
FINALIST	Dove Coffee Hunt	UNILEVER SINGAPORE	MINDSHARE SINGAPORE	Media Achievement Awards	Best Use of Digital Media
GOLD	5G Live Activation	SINGTEL SINGAPORE	LEO BURNETT SINGAPORE	Media Achievement Awards	Best Use of Experiential Marketing
SILVER	Samsung Galaxy S23 Series Launch	SAMSUNG SINGAPORE	STARCOM SINGAPORE	Media Achievement Awards	Best Use of Experiential Marketing
FINALIST	Tackling stereotypical brand celebrations with Heineken's Good Time Star	Asia Pacific Breweries (Singapore) Pte Ltd	DENTSU RED STAR	Media Achievement Awards	Best Use of Experiential Marketing
FINALIST	Semi-Permanent: City Utopia @ Audi's House Of Progress	AUDI SINGAPORE	PHD & DRUM	Media Achievement Awards	Best Use of Experiential Marketing
FINALIST	FUZE TEA™ Made of Fusion Owns Our "Senses"	THE COCA COLA COMPANY	ESSENCE MEDIACOM	Media Achievement Awards	Best Use of Experiential Marketing
GOLD	Painting The Town Trust Blue	TRUST BANK LTD SINGAPORE	HAVAS MEDIA SINGAPORE	Media Achievement Awards	Best Use of Integrated Media
SILVER	An Unconventional Invitation to Paradise	MANDAI WILDLIFE GROUP	SPARK FOUNDRY	Media Achievement Awards	Best Use of Integrated Media
SILVER	Samsung Galaxy S23 Series Launch	SAMSUNG SINGAPORE	STARCOM SINGAPORE	Media Achievement Awards	Best Use of Integrated Media
BRONZE	Welcome to World Class	SINGAPORE AIRLINES	PHD SINGAPORE	Media Achievement Awards	Best Use of Integrated Media
FINALIST	BMW Joy Electrified	BMW Asia Pte Ltd	STARCOM SINGAPORE	Media Achievement Awards	Best Use of Integrated Media
FINALIST	Citigold: True Worth - Redefining Conventional Definitions of Wealth	CITIBANK SG	SPARK FOUNDRY	Media Achievement Awards	Best Use of Integrated Media
FINALIST	Best Use of Integrated Media - DBS PayLah! Hidden Gem Hawker Awards 2022	DBS BANK	PERFORMICS	Media Achievement Awards	Best Use of Integrated Media
FINALIST	LiveBetter	DBS BANK	PERFORMICS	Media Achievement Awards	Best Use of Integrated Media
FINALIST	Retirement Booster	DBS BANK	PERFORMICS	Media Achievement Awards	Best Use of Integrated Media
FINALIST	FWD spur meaningful connections with a seamless, DOOH-powered journey	FWD SINGAPORE	YAHOO	Media Achievement Awards	Best Use of Integrated Media
FINALIST	McDonald's Breakfast Bagel	HANBAOBAO PTE LTD	OMD SINGAPORE	Media Achievement Awards	Best Use of Integrated Media
FINALIST	HSBC Life - Make Life Move with You	HSBC LIFE SINGAPORE	PHD SINGAPORE	Media Achievement Awards	Best Use of Integrated Media
FINALIST	Kiehl's NYC Subway - Trash to Art Podium	L'Oréal SINGAPORE	ZENITH MEDIA	Media Achievement Awards	Best Use of Integrated Media
FINALIST	Scenting Success: YSL Libre Breakthrough Campaign	LOREAL YSL BEAUTY	ZENITH MEDIA	Media Achievement Awards	Best Use of Integrated Media
FINALIST	Behind the Mask	MOH SINGAPORE	MEDIACORP PTE LTD	Media Achievement Awards	Best Use of Integrated Media
FINALIST	Life After WIFI 6	SINGTEL SINGAPORE	OMD SINGAPORE	Media Achievement Awards	Best Use of Integrated Media
GOLD	Painting The Town Trust Blue	TRUST BANK LTD SINGAPORE	HAVAS MEDIA SINGAPORE	Media Achievement Awards	Best Use of Offline Media
SILVER	KFC Double Down Whack-a-Mole	KFC SINGAPORE	STELLAR ACE	Media Achievement Awards	Best Use of Offline Media

BRONZE	HSBC Life - Make Life Move with You	HSBC LIFE SINGAPORE	PHD SINGAPORE	Media Achievement Awards	Best Use of Offline Media
FINALIST	McDonald's Best Burger 2023	HANBAOBAO PTE LTD	OMD SINGAPORE	Media Achievement Awards	Best Use of Offline Media
FINALIST	Scenting Success: YSL Libre Breakthrough Campaign	LOREAL YSL BEAUTY	ZENITH MEDIA	Media Achievement Awards	Best Use of Offline Media
FINALIST	McDonald's Nugget Submarine	MCDONALDS	STELLAR ACE	Media Achievement Awards	Best Use of Offline Media
FINALIST	Motorsport Event	SINGAPORE GP PTE LTD	JCDECAUX SG	Media Achievement Awards	Best Use of Offline Media
FINALIST	Let's Celebrate 2023 with Singtel 5G	SINGTEL SINGAPORE	OMD SINGAPORE	Media Achievement Awards	Best Use of Offline Media
GOLD	Community Chest: Champion Every Potential (Tap to Empower Lives)	NATIONAL COUNCIL OF SOCIAL SERVICE(NCSS)	GOVT SINGAPORE	Media Achievement Awards	Best Use of Out of Home
SILVER	McDonald's World Cup Launch	HANBAOBAO PTE LTD	OMD SINGAPORE	Media Achievement Awards	Best Use of Out of Home
BRONZE	Leave it to DBS digibank	DBS BANK	THE SECRET LITTLE AGENCY	Media Achievement Awards	Best Use of Out of Home
FINALIST	Air Asia's "YASSS to Holiday Quickies" voice-activation campaign	AIR ASIA SINGAPORE	CLEAR CHANNEL SINGAPORE	Media Achievement Awards	Best Use of Out of Home
FINALIST	Tiger Beer pours success into innovative campaign using DOOH, display and retail data	Asia Pacific Breweries (Singapore) Pte Ltd	DENTSU RED STAR	Media Achievement Awards	Best Use of Out of Home
FINALIST	LiveBetter	DBS BANK	PERFORMICS	Media Achievement Awards	Best Use of Out of Home
FINALIST	FWD spur meaningful connections with a seamless, DOOH-powered journey	FWD SINGAPORE	YAHOO	Media Achievement Awards	Best Use of Out of Home
FINALIST	Scenting Success: YSL Libre Breakthrough Campaign	LOREAL YSL BEAUTY	ZENITH MEDIA	Media Achievement Awards	Best Use of Out of Home
FINALIST	An Unconventional Invitation to Paradise	MANDAI WILDLIFE GROUP	SPARK FOUNDRY	Media Achievement Awards	Best Use of Out of Home
FINALIST	Nespresso Vertuo Pop - Make it Pop	NESPRESSO SG	NEO MEDIA WORLD	Media Achievement Awards	Best Use of Out of Home
FINALIST	Samsung Galaxy S23 Series Launch	SAMSUNG SINGAPORE	STARCOM SINGAPORE	Media Achievement Awards	Best Use of Out of Home
FINALIST	Motorsport Event	SINGAPORE GP PTE LTD	JCDECAUX SG	Media Achievement Awards	Best Use of Out of Home
FINALIST	FUZE TEA™ Made of Fusion Owns Our "Scent-ses"	THE COCA COLA COMPANY	ESSENCE MEDIACOM	Media Achievement Awards	Best Use of Out of Home
FINALIST	The Coca-Cola CNY Rabbit Can Hopping Islandwide to Spread the Recipe of Magic for CNY	THE COCA COLA COMPANY	ESSENCE MEDIACOM	Media Achievement Awards	Best Use of Out of Home
FINALIST	LEGO® 90th Anniversary Campaign	THE LEGO GROUP	INITIATIVE SG	Media Achievement Awards	Best Use of Out of Home
FINALIST	Painting The Town Trust Blue	TRUST BANK LTD SINGAPORE	HAVAS MEDIA SG	Media Achievement Awards	Best Use of Out of Home
SILVER	Coca-Cola Uplift in Sales During CNY with Data Driven Approach	THE COCA COLA COMPANY	ESSENCE MEDIACOM	Media Achievement Awards	Best Use of Programmatic
FINALIST	Citigold: True Worth - Redefining Conventional Definitions of Wealth	CITIBANK SG	SPARK FOUNDRY	Media Achievement Awards	Best Use of Programmatic
FINALIST	Panadot: Precision in Crisis	HALEON SINGAPORE	ZENITH MEDIA	Media Achievement Awards	Best Use of Programmatic
FINALIST	BIG LOVE - MINI Edition Launch	MINI ASIA	STARCOM SINGAPORE	Media Achievement Awards	Best Use of Programmatic
GOLD	Search-Driven Storyteller: Captivating Audiences with SEO Content	MARINA BAY SANDS SINGAPORE	RED ² DIGITAL	Media Achievement Awards	Best Use of Search
SILVER	The rise of revenge travel: Income's agile SEM strategy	INCOME INSURANCE LTD	OMD SINGAPORE	Media Achievement Awards	Best Use of Search
BRONZE	Samsung Always On (AWO) SEM - DA Division	SAMSUNG ELECTRONICS SINGAPORE PTE LTD	STARCOM SINGAPORE	Media Achievement Awards	Best Use of Search
FINALIST	Unlocking Scalability through AI-powered Search for Pelago	PELAGO BY SIA	PHD SINGAPORE	Media Achievement Awards	Best Use of Search
BRONZE	HSBC Life - Make Life Move with You	HSBC LIFE SINGAPORE	PHD SINGAPORE	Media Achievement Awards	Best Use of Social
COMPANY AWARD					
COMPANY AWARD	NAME	AGENCY		Parent category	Category
SILVER	OMD. Be Fearless Together.	OMD SINGAPORE		Innovation Catalyst Awards	Most Innovative Agency
GOLD	Stellar Ace	STELLAR ACE		Innovation Catalyst Awards	Most Innovative Publisher/Media Owner
SILVER	Mediacorp Social Ecosystem	MEDIACORP PTE LTD		Innovation Catalyst Awards	Most Innovative Publisher/Media Owner
SILVER	Good Growth System - GGS	MINDSHARE SINGAPORE		Innovation Catalyst Awards	Most Innovative Technology Platform
SILVER	Unleashing Whiskey Desire: Johnnie Walker's Ground-breaking NFT Launch	PHD SINGAPORE	DIAGED	Innovation Catalyst Awards	Most Innovative Collaboration
FINALIST	Motorsport Event	SINGAPORE GP PTE LTD	JCDECAUX SG	Innovation Catalyst Awards	Most Innovative Collaboration
PEOPLE AWARD					
	NAME	AGENCY		Parent category	Category
GOLD	ANDY TAN	DENTSU SINGAPORE		Talent Awards	Rising Star of the Year
SILVER	LIM CHOON HAO	STELLAR ACE		Talent Awards	Rising Star of the Year
BRONZE	JARVIS CHNG	STELLAR ACE		Talent Awards	Rising Star of the Year
BRONZE	JO EE TAN	ESSENCE MEDIACOM		Talent Awards	Rising Star of the Year
GOLD	CHONG JIA CHENG (SAM)	STELLAR ACE		Talent Awards	Specialist of the Year

Commendation - Management Leader	JESLYN TAN	STELLAR ACE	Talent Awards	Strategic Media Advisor of the Year
Commendation - Department Leader	SHEMBERLY CHUN	CLEAR CHANNEL SINGAPORE	Talent Awards	Strategic Media Advisor of the Year

AGENCY OF THE YEAR	AGENCY	BRAND OF THE YEAR	CLIENT
WINNER	STARCOM SINGAPORE	WINNER	SINGTEL SINGAPORE
1ST RUNNER UP	RED ² DIGITAL	1ST RUNNER UP	SAMSUNG ELECTRONICS SINGAPORE PTE LTD
2ND RUNNER UP	OMD SINGAPORE	2ND RUNNER UP	MARINA BAY SANDS SINGAPORE

BEST OF SHOW	ENTRY TITLE	AGENCY	CLIENT
WINNER	Search-Driven Storyteller: Captivating Audiences with SEO Content	RED ² DIGITAL	MARINA BAY SANDS SINGAPORE
1ST RUNNER UP	Community Chest: Champion Every Potential	GOVT SINGAPORE	NATIONAL COUNCIL OF SOCIAL SERVICE(NCSS)
2ND RUNNER UP	Painting The Town Trust Blue	HAVAS MEDIA SINGAPORE	TRUST BANK LTD SINGAPORE