Media Release
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For immediate release

Singapore Media Awards (SMA) Announces 2018 Finalists
Into its 14th year, Singapore Media Awards is still celebrating promising growth with new entrants. Several new categories were introduced – Best Use of Programmatic, Best Partnership (for a campaign) between a Media Owner and an Agency, Best Local Media Agency and a host of Specialist Awards to recognize media professionals who demonstrate passion and excellence in their work.

Once again, this year’s entries were judged by a jury made up largely of clients and media owners. After more than five hours of judging, more than 80 finalists were unveiled.

Awards will be presented at an exciting and colourful dinner in line with this year’s theme “Be The Extraordinary” to be held at Marina Bay Sands on August 29, 2018.

Finalists

Best Use of Digital
I Am We
#Closeup
Sony Electronics Year End Promotion
Defining A Customer First Approach
WTA Finals 2017

Best Use of Mobile
Subway Buy One Get One 2017
Sony Electronics MYP & YEP
Building Blocks of Success
Taking the Chat Out of the Bot
Best Use of Search
Taking the Love of Learning to the Heartlands
Sony Electronics Always On

Best Use of Newspaper
The Smoothest Ad
Where Dreams Set Sail
Pepsi – Refresh Your Imagination
Samsung #S9After Dark
KFC Hot Devil Drumlets – The Biggest Little Comeback

Best Use of Out-of-Home
Oreo Catch Me If You Can
Knorr Salted Egg Vending Machine
SK-II Change Destiny: Your Statement, Your Bottle
Fizz Up With #CokeBreak5
KFC Curry Crunch – For the Love of Curry

Best Use of Audio
McDonald’s 麦当劳好时光 (Good Times at McDonald’s)
– Bringing Families Together Again
The Unsung “Powerful” Umma (Mums)
Fizz Up Your Playlist
ACM, The HipStory of Joseon Korea

Best Use of Video
I Am We
Times Have Changed
Scam Alert Campaign
Biore Bare Face Off
Best Business to Business Campaign
Trendjacking in B2B

Best Experiential Marketing Campaign
Shell – Make the Future
Be The One Who Dares Hunt
Coca Cola Zero Sugar – Taste It To Believe It!
McDonald’s Happy Connections Table
Oreo Catch Me If You Can

Best Integrated Media Campaign
Shell – Make the Future
Be The One Who Dares Hunt
McDonald’s Minions Takeover
Escape From The Concrete Jungle
KFC Red Hot Sze Chuan – True You

Best Use of Budget
McDonald’s 麦当劳好时光 (Good Times at McDonald’s)
- Bringing Families Together Again
McDonald’s Singapore Chocolate Pie
Kopi Run Singapore
ACM, The HipStory of Joseon Korea
Biore Bare Face Off

Best Millennial Campaign
Shell – Make the Future
Fizz Up With #CokeBreak5
Kopi Run Singapore
Biore Bare Face Off
Singtel Ready Set Roam
Best CSR Campaign
Share #YRReasonToRun

Best Use of Data
Driving Performance with Viewability
HP Connected Moments
Coca—Cola Social E-Commerce Pilot
Defining A Customer First Approach
Escape From The Concrete Jungle

Best Use of Content
Times Have Changed
Dove Hair Tie Challenge
#MyHairSoulSister
Singtel Ready Set Roam
KFC Hawaiian Double Down - #sorrynotsorry

Best Use of Social Media
McDonald’s Nasi Lemak Burger: Just For You, Singapore
#GilletteSalutes
Kopi Run Singapore
Share #YRReasonToRun
KFC Hot Devil Drumlets – The Biggest Little Comeback

Most Innovative Use of Technology
Copilot – Human Intelligence Meets Machine Learning To Deliver Unrivalled Outcomes for KFC
#Closeup
The Learning Lab – Using AI to Build Data Singularity
Taking The Chat Out Of The Bot
Best Use of Programmatic
Starhub Google Wifi – Internetting for Audience Targeting
Delivering True Hospitality Through Programmatic
Powering The Learning Lab Through Data and Technology to Stay as Market Leader

Best Partnership (for a campaign) between a Media Owner and an Agency
McDonald’s X SPH Chinese Media Group – Bringing Families Together Again
Fizz It Up with #CokeBreak5
Taking The Chat Out Of The Bot
Samsung #S9AfterDark
KFC Red Hot Sze Chuan – True You

Most Innovative Contribution to a Campaign By A Media Owner
Carlsberg Smooth
CokeBreak5
Restart A Heart
Jiak Ba Buay
Guntung Telemovie

We will be announcing the winners of the Brand Awards, NexGen, Specialist Awards and Top Awards at the SMA Gala Awards on August 29, 2018.

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