



THE 4AS LIMITED

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Media Release

July 30, 2019

For Immediate Release

Singapore Media Awards (SMA) Announces 2019 Finalists

Into its 15th year, Singapore Media Awards is still celebrating promising growth with new entrants. Once again, this year's entries were judged by a jury made up largely of clients and media owners. After more a full day of judging, 69 finalists were unveiled.

Awards will be presented at an exciting and colourful dinner in line with this year's theme "This Is MEDIA!" to be held at Sheraton Towers on September 6, 2019.

Finalists

Best Use of Digital

Gold Pants Fit for a King
McDelivery x Grabfood Partnership Announcement
One Month's Sales in One Weekend
Pandora Christmas in Space Game 2018
Pokémon

Best Use of Mobile

Office of the Future
Venom – Beast Mode Yourself

Best Use of Search

#ThePowerToChoose
e(VW)eryone needs a bit of TLC
How SK-II Leveraged Bespoke Content to Dominate SERP
Spreading the Island Sunshine
Tapping into Opportunities with Data
The Building Blocks of Optimization



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Best Use of Print

Open Letter to Our Telco Friends

Best Use of Out-of-Home

Knorr Hao Chi Innovative OOH Sampling

Samsung Galaxy S10+ Out of Home Wireless PowerShare

Swing for Power

Unlimit Outdoor

Best Use of Screens

#ThePowerToChoose

Better Than Gold

Beyond the Label

Prosperity at the stroke of midnight

See Past the Screen

Best Use of Programmatic

50 Years of Big Mac

Don't Skip a Beat – Brightburn

Finger Lickin' ROI with KFC's Original Programmatic Recipe

Getting ahead of the Trend

Best Use of Social Media

Beyond the Label

Sibei Rich Asians

Sentosa Island Lights 2018

Venom – Beast Mode Yourself

Best Use of Data

50 Years of Big Mac

Finding Buried Treasure: How SAP created its Demand Centers

Getting ahead of the Trend



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Best Use of Content

#NothingElseMatters
#ThePowerToChoose
All About Cheese
Beyond the Label
SK-II #BareSkinChat

Best Use of Experiential Marketing

Laurier's Comfiest Ride
Magnum Macadamia Salted Caramel Crunch
McDelivery: Global Delivery Day – Happy Connections Table
Office of the Future
Swing for Power

Best Business-to-Business Campaign

Finding Buried Treasure: How SAP created its Demand Centre
Office of the Future

Best Insight-driven Campaign

#ThePowertoChoose
Beyond the Label
Making family time more fulfilling
See Past The Screen
Singtel Got It Right with GOMO
Zyrtec-R Oral Solution

Best Use of Budget

#UnboxThailand
See Past The Screen
Sentosa Island Lights 2018
Sibei Rich Asians
The Smooooth Operators

Best CSR Campaign

Beyond the Label
See Past the Screen
Swing for Power



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Best Use of Technology

McDelivery x Grabfood (Capacity 2.0)

Office of the Future

Venom – Beast Mode Yourself

Best Partnership Award

Affordable Art Fair 2018

Art From The Street

Coke Breaks

Saving the Everyday with One Super App

See Past The Screen

Most Innovative Contribution to a Campaign By A Media Owner

Samsung Galaxy S10+ Out-of-Home Wireless Powershare

We will be announcing the winners of the Brand Awards, NexGen, People Awards and Top Awards at the SMA Gala Awards on September 6, 2019.

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