



THE 4AS LIMITED

114 Lavender Street, CT Hub 2, Singapore 338729 • Tel: 6836-0600 • Fax: 6836-0700 • www.4as.org.sg • Reg: 199304251D

Media Release

TO BE EMBARGOED TILL MIDNIGHT
FRIDAY, 6 SEPTEMBER, 2019

SMA 2019 Winners Announced

At the fifteenth presentation of the Singapore Media Awards (SMA) this evening, winners were announced at a glamorous and alluring red carpet gala dinner at Sheraton Towers, Singapore.

The **Grand Prix** was presented to OMD Singapore for its entry '50 Years of Big Mac' for HanBaoBao Pte Ltd (Licensee of McDonald's).

OMD Singapore took home the coveted **Media Agency of The Year** title while HanBaoBao Pte Ltd (Licensee of McDonald's) bagged the **Brand of the Year** award.

Awards were also presented to winners of the Media Achievement Awards, Campaign Achievement Awards as well as the Brand Awards, SMA NexGen and People Awards.

Best Use of Digital

Pokémon
Reprise Singapore
Sentosa Development Corporation

Best Use of Mobile

Office of the Future
PHD Singapore
HPI Commercial



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Best Use of Search

e(VW)eryone needs a bit of TLC

PHD Singapore

Volkswagen Singapore

&

Spreading the Island Sunshine

Reprise Singapore

Sentosa Development Corporation

Best Use of Print

Open Letter to Our Telco Friends

Mindshare Singapore

Circles.Life

Best Use of Out-of-Home

Samsung Galaxy S10+ Out of Home Wireless PowerShare

Starcom Media Worldwide

Samsung Singapore

Best Use of Screens

See Past The Screen

Initiative Singapore

plano

Best Use of Programmatic

50 Years of Big Mac

OMD Singapore

HanBaoBao Pte Ltd (Licensee of McDonald's)

Best Use of Social Media

Sibei Rich Asians

UM Singapore

Kao Singapore



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Best Use of Data

Finding Buried Treasure: How SAP created its Demand Centre
PHD Singapore
SAP Asia Pte Ltd

Best Use of Content

Beyond the Label
UM Singapore
National Council of Social Service

Best Use of Experiential Marketing

McDelivery: Global Delivery Day – Happy Connections Table
OMD Singapore
HanBaoBao Pte Ltd (Licensee of McDonald's)

Best Business to Business Campaign

Finding Buried Treasure: How SAP created its Demand Centre
PHD Singapore
SAP Asia Pte Ltd

Best Insight-driven Campaign

Singtel Got It Right with GOMO
OMD Singapore Pte Ltd/Amobee Asia Pte Ltd
Singapore Telecommunications Limited

Best Use of Budget

#UnboxThailand
The Media Shop
Tourism Authority of Thailand

Best CSR Campaign

See Past The Screen
Initiative Singapore
plano



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Best Use of Technology

McDelivery x Grabfood (Capacity 2.0)
OMD Singapore
HanBaoBao Pte Ltd (Licensee of McDonald's)

Best Partnership Award

See Past The Screen
Initiative Singapore
plano

Best Partnership Award (Merit Award)

Affordable Art Fair 2018
Moove Media Pte Ltd
Affordable Art Fairs Pte Limited

Brand Awards - Best International Brand

McDonald's Singapore

Brand Awards - Most Valuable Brand

Samsung Singapore

SMA 2019 NexGen Winner

Lim Pei Shan, Nicole Rachel & Ang Hui Shan
MediaCom Singapore

SMA 2019 NexGen 1st Runner-Up

Zhang Yi Yao & Chanel Wee
Neo Media World

SMA 2019 NexGen 2nd Runner-Up

Jaye Tan & Larriah Bernardo
IPG Mediabrands Singapore

Media Sales Person of the Year

Sharon Tan
Senior Sales Manager
Clear Channel Singapore



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Bright Spark of the Year

Kitty Walker
Manager
PHD Singapore

Programmatic Specialist of the Year

Brigitte Lee Cui Yi
Activation Specialist
PHD Singapore

Content Specialist of the Year

Karina Bunchoo
Senior Content Strategist
Wavemaker Singapore

Communications Strategist of the Year

Cassie Ng
Associate Director
PHD Singapore

Performance Specialist of the Year

Janelle Vila
Performance Director
PHD Singapore

Best Local Media Agency

The Media Shop

Marketing Team of the Year - Brand of the Year

HanBaoBao Pte Ltd (Licensee of McDonald's)

Marketing Team of the Year - Marketer of the Year

Agatha Yap
Senior Director, Marketing, Menu and Digital Innovation
HanBaoBao Pte Ltd (Licensee of McDonald's)



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Grand Prix

50 Years of Big Mac

OMD Singapore

HanBaoBao Pte Ltd (Licensee of McDonald's)

Media Agency of the Year

OMD Singapore

About the Association of Accredited Advertising Agents Singapore (4As)

The 4As is a non-profit trade association that represents advertising, media and marketing communications practitioners, agencies, and related businesses in Singapore.

4As' key objectives are to elevate the stature of this industry, provide a collective voice for the community, and nurture talent and creativity. To achieve its goals, the association works in close co-operation with other key stakeholders such as trade associations, education institutions and government bodies.

Media Contact

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