



continued support, and congratulations to all of the winners. It's a hard task to achieve an Effie, so it's great that thirteen entries convinced the judges of their merits."

Shufen Goh, Principal and Co-Founder, R3WW, President of Institute of Advertising Singapore (IAS) gave her comments, "In the pursuit of excellence, it's important that we, as an industry, benchmark and celebrate the impact of great work that moves hearts and action. IAS has championed Effies as our effectiveness platform since 2003. The work that we witnessed this year is a good indicator that we have great potential in Singapore."

Wong Mei Wai, Jury Member and Business Director of Aspial Corporation shared, "This year Effies submissions made up the largest congregation of Singapore nationalistic submission. Indeed a demonstration of both Singapore brand development but also how Global companies are acting Local!"

The full list of 2016 winners can be viewed [here](#).

For more information, please contact Ms May Loong, Executive Director, IAS, Tel: 6220 8382 or visit the [website](#) for more information.