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## 2016 Effie Awards Singapore Gala

The winners of the Effie Awards Singapore 2016 were announced at the Gala Dinner on June 9, held at the Pan Pacific Singapore. From a shortlist of thirty, thirteen campaigns were selected as winners, including four Gold, three Silver and six Bronze awards.

Organized by the Institute of Advertising Singapore (IAS), the mission of the Effie Awards Singapore is to champion and improve the practice and practitioners of marketing effectiveness.

A jury panel of more than forty judges comprising of Singapore's most accomplished marketing and advertising professionals determined the winners after two rounds of intense judging.

The four Golds were presented to four different Agencies, BBDO, DDB, Publicis and BBH. NTUC Income emerged as the top brand winning a Gold and a Silver award, and Lego Singapore was the brand with the most wins, taking three Bronze awards.

On the 2016 winners, John Hadfield, Effies Singapore 2016 Chair and CEO of BBH Asia Pacific, commented, "We have had huge interest in the Singapore Effies this year. From a near-record number of entries, to the number and standing of the judges, to a very well attended awards night. Thanks to everyone for their

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.