

# SPH INK AWARDS 2011 - FINAL RESULTS

## GRAND PRIX

Awarded	Title of Entry	Client	Media Agency	Media Credits	Creative Agency	Creative Director	Art Director	Copywriters
<b>WINNER</b>	Teachers' Day Coupon	Ministry of Education, Singapore	Maxus Communications Singapore	Serene Thong	UP BrandBuzz	Eric Siow	Max Chan & Leong Weng Thye	Anand A.V

## PRINT SINGLE - ENGLISH

Awarded	Title of Entry	Client	Media Agency	Media Credits	Creative Agency	Creative Director	Art Director	Copywriters
<b>GOLD</b>	Nails	3M Technologies			DDB Singapore	Neil Johnson, Joji Jacob, Thomas Yang	Khoo Meng Hau	Khairul Mondzi
<b>SILVER</b>	Jeans - Heart	Ministry of Health	OMD Singapore	Anita Yeong Brenda Teo	DDB Singapore	Neil Johnson, Joji Jacob, Joel Chin	Minakshi Sundarum, Khoo Meng Hau	Cozette Hendricks

## PRINT CAMPAIGN - ENGLISH

Awarded	Title of Entry	Client	Media Agency	Media Credits	Creative Agency	Creative Director	Art Director	Copywriters
<b>GOLD</b>	Find Your Way – Forest, City, Sea	3M Singapore			DDB Singapore	Neil Johnson, Joji Jacob, Thomas Yang	Trevor Lim	Pradeep D'Souza
<b>SILVER</b>	Explorer's Journal	SilkAir Singapore	Mindshare Singapore	Charmaine Deng, Sriayu Abdullah, Alice Lee.	JWT/ XM Asia	Minzie Liyu, Chaya Kusuma, Koh Hwee Peng, Jun Fukawa, Valerie Cheng, Tay Guan Hin	Minzie Liyu, Karan Dang, Mo Chong	Chaya Kusuma Gao Yuan Heng Kenneth Chia
<b>BRONZE</b>	Jeans	Ministry of Health	OMD Singapore		DDB Singapore	Neil Johnson, Joji Jacob, Joel Chin	Minakshi Sundarum Khoo Meng Hau	Cozette Hendricks

## PRINT SINGLE/CAMPAIGN - CHINESE

Awarded	Title of Entry	Client	Media Agency	Media Credits	Creative Agency	Creative Director	Art Director	Copywriters
<b>GOLD</b>	The 7 Principles of Leadership	Performance Motors	Mindshare Singapore	Sumiati Hashim, Celia Tan Celia Ang, Joanne Quak	Publicis Singapore	Ajay Thirvikraman	Alvin Tan	Ho Pei Ling Paul Tan
<b>SILVER</b>	OCBC Business Banking Brand Advertisement – Chinese series	OCBC Bank	Carat Singapore	Florence Pung Fiona Sim	Dentsu, Young & Rubicam Pte	Mark Fong	Guay Chong Kian	Chua Li Ling
<b>BRONZE</b>	Jeans - Heart	Ministry of Health	OMD Singapore	Anita Yeong Brenda Teo	DDB Singapore	Neil Johnson, Joji Jacob, Joel Chin	Minakshi Sundarum Khoo Meng Hau	Jamie Teng

## PRINT CLASSIFIED/RECRUITMENT/NOTICE

Awarded	Title of Entry	Client	Media Agency	Media Credits	Creative Agency	Creative Director	Art Director	Copywriters
<b>BRONZE</b>	Orange Force Recruitment Campaign.	NTUC Income Insurance Co-Operative	Maxus Communications Singapore	Madalene Ortega	BBH Asia Pacific	Steve Elrick	Evonne Ng	Elena Fletcher

## PRINT CREATIVE MEDIA BUY

Awarded	Title of Entry	Client	Media Agency	Media Credits	Creative Agency	Creative Director	Art Director	Copywriters
<b>GOLD</b>	Teachers' Day Coupon	Ministry of Education	Maxus Communications Singapore	Serene Thong	UP BrandBuzz	Eric Siow	Max Chan & Leong Weng Thye	Anand A.V
<b>SILVER</b>	Samsung SMART TV	Samsung Asia	Starcom Media Worldwide	Elaine Poh, Marsita Musa Charmaine Wong	Cheil Singapore	Nicholas Leong	Nicholas Leong	Melvyn Seet
<b>BRONZE</b>	Merry Christmas from Canon	Canon Singapore	Dentsu Singapore	Jeffrey Ong	Dentsu Singapore	Chris Yap	Karine Tan	Joslin Liau

## INTEGRATED MEDIA

Awarded	Title of Entry	Client	Media Agency	Media Credits	Creative Agency	Creative Director	Art Director	Copywriters
<b>GOLD</b>	The Pitch	Singapore Press Holdings			Wild Advertising & Marketing	Ng Khee Jin	Joan Wan	Ng Khee Jin
<b>SILVER</b>	The 7 Principles of Leadership	Performance Motors Limited	Mindshare Singapore	Sumiati Hashim, Celia Tan Celia Ang, Joanne Quak	Publicis Singapore	Ajay Thirvikraman	Alvin Tan	Ho Pei Ling Paul Tan

## READERS' CHOICE

Awarded	Title of Entry	Client	Media Agency	Media Credits	Creative Agency	Creative Director	Art Director	Copywriters
<b>WINNER</b>	Our Home, Our Singapore, Our Army	Army Recruitment Centre	Mandate Advertising International	Alice Tan	Mandate Advertising International	Desmond Kuah	Sarayut Imlarp	James Dickinson