



## COMBINED MEDAL TALLY

(without craft)

	AGENCY	BOS	GOLD	SILVER	BRONZE	FINALIST	POINTS
1.	Ogilvy Singapore	1	2	2	9	1	126
2.	TBWA\Tequila Singapore			4	5	5	70
3.	JWT Singapore			4	5		65
4.	McCann Erickson Singapore		1		2	2	32
5.	Leo Burnett/ Arc Worldwide Singapore				3	8	23
6.	Euro RSCG Singapore				3	7	22
7.	Bartle Bogle Hegarty Asia Pac			2		1	21
8.	Saatchi & Saatchi Singapore			1		10	20
9.	Kilo Studio				3	1	16
10.	Kinetic Singapore				2	3	13
11.	Make Studios				2	1	11
12.	Black Design			1			10
13.	Y&R Singapore				1	1	6
14.	WORK				1		5
15.	Asylum Creative					2	2
	Asatsu-DK Singapore					1	1
	DDB Worldwide					1	1
	Grey Singapore					1	1
	Interruptive Communications					1	1



The Singapore  
Creative Circle Awards 2008

**ADVERTISING**  
**(without craft)**

	<b>AGENCY</b>	<b>BOS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FINALIST</b>	<b>POINTS</b>
1.	Ogilvy Singapore	1	2	2	6		110
2.	TBWA\Tequila Singapore			4	5	4	69
3.	JWT Singapore			2	4		40
4.	Euro RSCG Singapore				3	6	21
5.	Bartle Bogle Hegarty Asia Pac			2			20
6.	McCann Erickson Singapore				2	1	11
7.	Saatchi & Saatchi Singapore					9	9
8.	Y&R Singapore				1	1	6
9.	Kinetic Singapore				1		5
10.	Leo Burnett / Arc Worldwide Singapore					3	3
11.	Asatsu-DK Singapore					1	1
	DDB Worldwide					1	1



The Singapore  
Creative Circle Awards 2008

**DESIGN**  
(without craft)

	<b>AGENCY</b>	<b>BOS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FINALIST</b>	<b>POINTS</b>
1.	Black Design			1			10
	JWT Singapore			1			10
2.	Leo Burnett / Arc Worldwide Singapore				1	1	6
3.	WORK				1		5
4.	Kinetic Singapore					3	3
5.	Asylum Creative					1	1
	Bartle Bogle Hegarty Asia Pac					1	1
	Grey Singapore					1	1



The Singapore  
Creative Circle Awards 2008

**DM/PROMO**  
(without craft)

	<b>AGENCY</b>	<b>BOS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FINALIST</b>	<b>POINTS</b>
1.	McCann Erickson		1			1	21
2.	Leo Burnett / Arc Worldwide Singapore				2	1	11
3.	JWT Singapore			1			10
	Saatchi & Saatchi Singapore			1			10
4.	Euro RSCG Singapore					1	1



The Singapore  
Creative Circle Awards 2008

**INTERACTIVE**  
(without craft)

	<b>AGENCY</b>	<b>BOS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FINALIST</b>	<b>POINTS</b>
1.	Kilo Studio				3	1	16
	Ogilvy Singapore				3	1	16
2.	Make Studios				2		10
3.	JWT Singapore				1		5
	Kinetic Singapore				1		5
4.	Leo Burnett / Arc Worldwide Singapore					3	3
5.	Asylum Creative					1	1
	Interruptive Communications					1	1
	Saatchi & Saatchi Singapore					1	1
	TBWA\Tequila Singapore					1	1



The Singapore  
Creative Circle Awards 2008

## PRINT CRAFT

	<b>AGENCY</b>	<b>BOS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FINALIST</b>	<b>POINTS</b>
1.	Ogilvy Singapore		1	1	2		40
2.	McCann Erickson Singapore			2	3		35
3.	Y&R Singaopre				2	1	11
4.	Bartle Bogle Hegarty Asia Pac				1	4	9
5.	DDB Worldwide				1	3	8
6.	TBWATequila Singapore					7	7
7.	Grey Singapore					1	1
	Leo Burnett / Arc Worldwide Singapore					1	1



The Singapore  
Creative Circle Awards 2008

### TVC CRAFT

	<b>AGENCY</b>	<b>BOS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FINALIST</b>	<b>POINTS</b>
1.	Ogilvy Singapore		3				60
2.	Kinetic Singapore			4			40
3.	Y&R Singapore			2	1		25
4.	Infinite Frameworks			1		1	11
5.	Bartle Bogle Hegarty Asia Pac				1	1	6
6.	Asatsu-DK Singapore				1		5
	DDB Worldwide				1		5
7.	Batey					1	1



The Singapore  
Creative Circle Awards 2008

## DESIGN CRAFT

	<b>AGENCY</b>	<b>BOS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FINALIST</b>	<b>POINTS</b>
1.	WORK				1	1	6
2.	Leo Burnett / Arc Worldwide Singapore				1		5
3.	Kinetic Singapore					1	1
	Ogilvy Singapore					1	1



The Singapore  
Creative Circle Awards 2008

## INTERACTIVE CRAFT

	<b>AGENCY</b>	<b>BOS</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>FINALIST</b>	<b>POINTS</b>
1.	Make Studios			4	1	2	47
2.	Kilo Studio			1	4		30
3.	Kinetic Singapore				2	3	13
4.	Leo Burnett / Arc Worldwide Singapore				1	3	8
5.	Ogilvy Singapore				1	2	7
6.	Y&R Singapore					1	1



## FULL RESULTS

### Creative Agency of the Year

Ogilvy Singapore

### Best of Show - Advertising

**Category** Print - Magazines  
**Title** Art, Comic, Beauty, Health  
**Client** FHM  
**Agency** Ogilvy Singapore

### Clients Choice

**Category** DM & Promo - Dimensional Direct Mail  
**Title** Fragile  
**Client** Crown Relocations  
**Agency** JWT Singapore

## ADVERTISING

**Award** Gold  
**Category** Print - Magazines  
**Title** Art, Comic, Beauty, Health  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Gold  
**Category** Posters - POS  
**Title** Art, Comic, Beauty, Health  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Silver  
**Category** Television  
**Title** Chupa Chups - Personal Trainer  
**Client** Perfetti Van Melle  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Silver  
**Category** Television  
**Title** Chupa Chups - Euro Girlfriend  
**Client** Perfetti Van Melle  
**Agency** Bartle Bogle Hegarty Asia Pac



The Singapore  
Creative Circle Awards 2008

**Award** Silver  
**Category** Print - Magazines  
**Title** Art  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Silver  
**Category** Print - Magazines  
**Title** Repeat  
**Client** Photolibrary  
**Agency** TBWA\Tequila Singapore

**Award** Silver  
**Category** Print - Magazines  
**Title** Hump  
**Client** Photolibrary  
**Agency** TBWA\Tequila Singapore

**Award** Silver  
**Category** Ambient Media  
**Title** Well  
**Client** Unicef  
**Agency** TBWA\Tequila Singapore

**Award** Silver  
**Category** Integrated Campaign - Community Service & Charity  
**Title** Exit  
**Client** MTV  
**Agency** TBWA\Tequila Singapore

**Award** Silver  
**Category** Posters - POS  
**Title** Fragile  
**Client** Crown Relocations  
**Agency** JWT Singapore

**Award** Silver  
**Category** Posters - POS  
**Title** The Menstrual  
**Client** GSK  
**Agency** Ogilvy Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Silver  
**Category** Posters - Outdoor Non-Transit  
**Title** Fragile  
**Client** Crown Relocations  
**Agency** JWT Singapore

**Award** Bronze  
**Category** Television  
**Title** Why Do We Run?  
**Client** Nike Singapore  
**Agency** Kinetic Singapore

**Award** Bronze  
**Category** Cinema  
**Title** Huggies "Free To Be"  
**Client** Kimberly-Clark  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Cinema  
**Title** Threads  
**Client** Sony Electronics Asia Pacific  
**Agency** Y&R Singapore

**Award** Bronze  
**Category** Print - Magazines  
**Title** Voyeurs  
**Client** Nikon  
**Agency** Euro RSCG Singapore

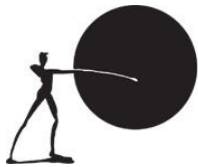
**Award** Bronze  
**Category** Print - Magazines  
**Title** FHM - Miss January, Miss February, Miss March  
**Client** Mediacorp Publishing  
**Agency** McCann Erickson Singapore

**Award** Bronze  
**Category** Print - Magazines  
**Title** FHM - Miss January  
**Client** Mediacorp Publishing  
**Agency** McCann Erickson Singapore



The Singapore  
Creative Circle Awards 2008

<b>Award</b>	Bronze
<b>Category</b>	Print - Magazines
<b>Title</b>	Health
<b>Client</b>	FHM
<b>Agency</b>	Ogilvy Singapore
<b>Award</b>	Bronze
<b>Category</b>	Print - Magazines
<b>Title</b>	Comic
<b>Client</b>	FHM
<b>Agency</b>	Ogilvy Singapore
<b>Award</b>	Bronze
<b>Category</b>	Print - Magazines
<b>Title</b>	Leak
<b>Client</b>	Photolibrary
<b>Agency</b>	TBWATequila Singapore
<b>Award</b>	Bronze
<b>Category</b>	Print - Magazines
<b>Title</b>	Tan
<b>Client</b>	Photolibrary
<b>Agency</b>	TBWATequila Singapore
<b>Award</b>	Bronze
<b>Category</b>	Integrated Communication - Integrated Campaign
<b>Title</b>	Beat Billy
<b>Client</b>	Association of Accredited Advertising Agents Singapore
<b>Agency</b>	Euro RSCG Singapore
<b>Award</b>	Bronze
<b>Category</b>	Posters - POS
<b>Title</b>	Voyeurs
<b>Client</b>	Nikon
<b>Agency</b>	Euro RSCG Singapore
<b>Award</b>	Bronze
<b>Category</b>	Posters - POS
<b>Title</b>	Tell Me Your Story
<b>Client</b>	Swee Lee Music Company
<b>Agency</b>	JWT Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Bronze  
**Category** Posters - POS  
**Title** Making Out  
**Client** Swee Lee Music Company  
**Agency** JWT Singapore

**Award** Bronze  
**Category** Posters - POS  
**Title** Sex Change  
**Client** Swee Lee Music Company  
**Agency** JWT Singapore

**Award** Bronze  
**Category** Posters - POS  
**Title** Bi-Sexual  
**Client** Swee Lee Music Company  
**Agency** JWT Singapore

**Award** Bronze  
**Category** Posters - POS  
**Title** Health  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Posters - POS  
**Title** Art  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Posters - POS  
**Title** Comic  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Posters - POS  
**Title** Repeat  
**Client** Photolibrary  
**Agency** TBWA\Tequila Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Bronze  
**Category** Posters - POS  
**Title** Hump  
**Client** Photolibrary  
**Agency** TBWA\Tequila Singapore

**Award** Bronze  
**Category** Posters - POS  
**Title** Leak  
**Client** Photolibrary  
**Agency** TBWA\Tequila Singapore

**Award** Finalist  
**Category** Television  
**Title** Family Campaign  
**Client** Ministry of Community Development, Youth and Sports (MCYS)  
**Agency** Asatsu-DK Singapore

**Award** Finalist  
**Category** Television  
**Title** Navy TVC - Stop Dreaming  
**Client** Republic of Singapore Navy  
**Agency** Saatchi & Saatchi Singapore

**Award** Finalist  
**Category** Cinema  
**Title** Mirrors  
**Client** Sony Electronics Asia Pacific  
**Agency** Y&R Singapore

**Award** Finalist  
**Category** Print - Magazines  
**Title** Faces  
**Client** Nikon  
**Agency** Euro RSCG Singapore

**Award** Finalist  
**Category** Print - Magazines  
**Title** Explorer  
**Client** Nikon  
**Agency** Euro RSCG Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Finalist  
**Category** Print - Magazines  
**Title** Hotel  
**Client** Nikon  
**Agency** Euro RSCG Singapore

**Award** Finalist  
**Category** Print - Newspapers  
**Title** Mr. Blue, Mr. White, Mr. Brown  
**Client** ESPN  
**Agency** Saatchi & Saatchi Singapore

**Award** Finalist  
**Category** Print - Community Service & Charity  
**Title** AWARE Verbal Abuse Campaign - Pull, Punch, Grab  
**Client** AWARE  
**Agency** Saatchi & Saatchi Singapore

**Award** Finalist  
**Category** Print - Community Service & Charity  
**Title** AWARE Verbal Abuse - Grab  
**Client** AWARE  
**Agency** Saatchi & Saatchi Singapore

**Award** Finalist  
**Category** Print - Community Service & Charity  
**Title** AWARE Verbal Abuse - Punch  
**Client** AWARE  
**Agency** Saatchi & Saatchi Singapore

**Award** Finalist  
**Category** Print - Community Service & Charity  
**Title** AWARE Verbal Abuse - Pull  
**Client** AWARE  
**Agency** Saatchi & Saatchi Singapore

**Award** Finalist  
**Category** Posters - POS  
**Title** Copywriter  
**Client** DDB Worldwide  
**Agency** DDB Worldwide



The Singapore  
Creative Circle Awards 2008

**Award** Finalist  
**Category** Posters - POS  
**Title** Faces  
**Client** Nikon  
**Agency** Euro RSCG Singapore

**Award** Finalist  
**Category** Posters - POS  
**Title** Explorer  
**Client** Nikon  
**Agency** Euro RSCG Singapore

**Award** Finalist  
**Category** Posters - POS  
**Title** Hotel  
**Client** Nikon  
**Agency** Euro RSCG Singapore

**Award** Finalist  
**Category** Posters - POS  
**Title** Bend Over  
**Client** ASUS Singapore  
**Agency** Leo Burnett / Arc Worldwide Singapore

**Award** Finalist  
**Category** Posters - POS  
**Title** FHM - Miss January, Miss February, Miss March  
**Client** Mediacorp Publishing  
**Agency** McCann Erickson Singapore

**Award** Finalist  
**Category** Posters - POS  
**Title** Colours  
**Client** Mars Food  
**Agency** TBWA\Tequila Singapore

**Award** Finalist  
**Category** Posters - POS  
**Title** Tan  
**Client** Photolibrary  
**Agency** TBWA\Tequila Singapore



The Singapore  
Creative Circle Awards 2008

<b>Award</b>	Finalist
<b>Category</b>	Posters - POS
<b>Title</b>	Yummy
<b>Client</b>	Mars Food
<b>Agency</b>	TBWATequila Singapore
<b>Award</b>	Finalist
<b>Category</b>	Posters - POS
<b>Title</b>	Wow
<b>Client</b>	Mars Food
<b>Agency</b>	TBWATequila Singapore
<b>Award</b>	Finalist
<b>Category</b>	Posters - Outdoor Non-Transit
<b>Title</b>	Mr. Blue
<b>Client</b>	ESPN
<b>Agency</b>	Saatchi & Saatchi Singapore
<b>Award</b>	Finalist
<b>Category</b>	Posters - Outdoor Non-Transit
<b>Title</b>	Mr. Brown
<b>Client</b>	ESPN
<b>Agency</b>	Saatchi & Saatchi Singapore
<b>Award</b>	Finalist
<b>Category</b>	Posters - Outdoor Non-Transit
<b>Title</b>	Mr. White
<b>Client</b>	ESPN
<b>Agency</b>	Saatchi & Saatchi Singapore
<b>Award</b>	Finalist
<b>Category</b>	Radio
<b>Title</b>	Courtroom
<b>Client</b>	Jolly Care Vision
<b>Agency</b>	Leo Burnett / Arc Worldwide Singapore
<b>Award</b>	Finalist
<b>Category</b>	Radio
<b>Title</b>	The Chase
<b>Client</b>	Jolly Care Vision
<b>Agency</b>	Leo Burnett / Arc Worldwide Singapore



# The Singapore Creative Circle Awards 2008

## DESIGN

<b>Award</b>	Silver
<b>Category</b>	Literature & Editorial - Posters
<b>Title</b>	Fragile
<b>Client</b>	Crown Relocations
<b>Agency</b>	JWT Singapore
<b>Award</b>	Silver
<b>Category</b>	Environmental Design - Exhibition Design
<b>Title</b>	Utterubbish UseLess Exhibition
<b>Client</b>	Utterubbish
<b>Agency</b>	Black Design
<b>Award</b>	Bronze
<b>Category</b>	Literature & Editorial - Catalogues and Magazines
<b>Title</b>	WERK No.15: Under the Influence
<b>Client</b>	WORK
<b>Agency</b>	WORK
<b>Award</b>	Bronze
<b>Category</b>	Corporate Identity - Stationery Range
<b>Title</b>	Grocers Corporate Identity
<b>Client</b>	Oliver, Patrick & Glenn Grocers
<b>Agency</b>	Leo Burnett / Arc Worldwide Singapore
<b>Award</b>	Finalist
<b>Category</b>	Literature & Editorial - Books
<b>Title</b>	Reverse
<b>Client</b>	Kinetic
<b>Agency</b>	Kinetic Singapore
<b>Award</b>	Finalist
<b>Category</b>	Literature & Editorial - Other Items
<b>Title</b>	Bowling
<b>Client</b>	Teo Studio
<b>Agency</b>	Grey Singapore
<b>Award</b>	Finalist
<b>Category</b>	Literature & Editorial - Other Items
<b>Title</b>	Office Move
<b>Client</b>	CP Rubdowns
<b>Agency</b>	Leo Burnett / Arc Worldwide Singapore



## The Singapore Creative Circle Awards 2008

**Award** Finalist  
**Category** Packaging  
**Title** Dollz Inc Paper Bag - Design  
**Client** Dollz Inc  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Finalist  
**Category** Corporate Identity System  
**Title** The White Rabbit Corporate Identity  
**Client** The White Rabbit  
**Agency** Asylum Creative

**Award** Finalist  
**Category** Corporate Identity - Stationery Range  
**Title** Coffee, Ink, Curry, Period  
**Client** The Laundry Company  
**Agency** Kinetic Singapore

**Award** Finalist  
**Category** Environmental Design - Retail, Industry & Workplace, Residential,  
Public Space  
**Title** Sour Sally  
**Client** Sour Sally  
**Agency** Kinetic Singapore

### DM & PROMO

**Award** Gold  
**Category** DM & Promo - Integrated Promotional Campaign  
**Title** Raffles Place Ghost  
**Client** GMP Recruitment Services  
**Agency** McCann Erickson Singapore

**Award** Silver  
**Category** DM & Promo - Dimensional Direct Mail  
**Title** Fragile  
**Client** Crown Relocations  
**Agency** JWT Singapore

**Award** Silver  
**Category** DM & Promo - Dimensional Direct Mail  
**Title** Eyeball  
**Client** ESPN  
**Agency** Saatchi & Saatchi Singapore



## The Singapore Creative Circle Awards 2008

**Award** Bronze  
**Category** DM & Promo - Flat Direct Mail (Low Volume)  
**Title** Office Move  
**Client** CP Rubdowns  
**Agency** Leo Burnett / Arc Worldwide Singapore

**Award** Bronze  
**Category** DM & Promo - Flat Direct Mail (Low Volume)  
**Title** The Green Move  
**Client** Leo Burnett/ Arc Worldwide Singapore  
**Agency** Leo Burnett / Arc Worldwide Singapore

**Award** Finalist  
**Category** DM & Promo - Flat Direct Mail (Low Volume)  
**Title** Scratch?  
**Client** Artz Autosylin  
**Agency** Euro RSCG Singapore

**Award** Finalist  
**Category** DM & Promo - Flat Direct Mail (Low Volume)  
**Title** 3M - Post It in the Mail  
**Client** 3M Asia Pacific  
**Agency** McCann Erickson Singapore

**Award** Finalist  
**Category** DM & Promo - Dimensional Direct Mail  
**Title** HP DreamColour Book  
**Client** Hewlett-Packard  
**Agency** Leo Burnett / Arc Worldwide Singapore

### **INTERACTIVE**

**Award** Bronze  
**Category** Websites/Microsites: Corporate Image - Business to Business  
**Title** Lumina Live!  
**Client** Lumina Live!  
**Agency** Kilo Studio

**Award** Bronze  
**Category** Websites/Microsites: Corporate Image - Business to Consumer  
**Title** Hello Sour Sally  
**Client** Sour Sally  
**Agency** Kinetic Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Bronze  
**Category** Websites/Microsites: Corporate Image - Business to Consumer  
**Title** Levis® Lady Style 2008  
**Client** Levi Strauss Asia Pacific Division  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Websites/Microsites: Corporate Image - Business to Consumer  
**Title** Nokia Nidget  
**Client** Nokia Asia Pacific  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Websites/Microsites: Promotional Advertising  
**Title** Nokia Nidget  
**Client** Nokia Asia Pacific  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Websites/Microsites: Self Promotion  
**Title** U Le Chang (The Playground)  
**Client** Ulechang  
**Agency** Kilo Studio

**Award** Bronze  
**Category** Viral & Email - Online/Mobile  
**Title** Jersey  
**Client** 100 Super Minimart  
**Agency** JWT Singapore

**Award** Bronze  
**Category** Interactive - Other Digital Media  
**Title** Fusionopolis Interactive Kiosk  
**Client** JTC Corporation  
**Agency** Kilo Studio

**Award** Bronze  
**Category** Interactive - Other Digital Media  
**Title** Mix & Mash  
**Client** Samsung Mobile  
**Agency** Make Studios



The Singapore  
Creative Circle Awards 2008

**Award** Bronze  
**Category** Interactive - Other Digital Media  
**Title** Mosaic Voices  
**Client** Club 21  
**Agency** Make Studios

**Award** Finalist  
**Category** Banners (Fixed Space/Dynamic)  
**Title** Every Angle, Every Side  
**Client** Singapore Telecommunication Limited  
**Agency** Interruptive Communications

**Award** Finalist  
**Category** Banners (Fixed Space/Dynamic)  
**Title** Image Size Too Large  
**Client** E.U.T Marketing  
**Agency** Saatchi & Saatchi Singapore

**Award** Finalist  
**Category** Websites/Microsites: Corporate Image - Business to Consumer  
**Title** The White Rabbit Website  
**Client** The White Rabbit  
**Agency** Asylum Creative

**Award** Finalist  
**Category** Websites/Microsites: Corporate Image - Business to Consumer  
**Title** Gryphon Tea Company  
**Client** Gryphon Tea Company  
**Agency** Kilo Studio

**Award** Finalist  
**Category** Websites/Microsites: Corporate Image - Business to Consumer  
**Title** Tippling Club  
**Client** Tippling Club  
**Agency** Leo Burnett / Arc Worldwide Singapore

**Award** Finalist  
**Category** Websites/Microsites: Promotional Advertising  
**Title** HP DreamColor  
**Client** Hewlett-Packard  
**Agency** Leo Burnett / Arc Worldwide Singapore



## The Singapore Creative Circle Awards 2008

**Award** Finalist  
**Category** Websites/Microsites: Promotional Advertising  
**Title** Levis® Lady Style 2008  
**Client** Levi Strauss Asia Pacific Division  
**Agency** Ogilvy Singapore

**Award** Finalist  
**Category** Viral & Email - Online/Mobile  
**Title** Missing  
**Client** Leo Burnett / Arc Worldwide Singapore  
**Agency** Leo Burnett / Arc Worldwide Singapore

**Award** Finalist  
**Category** Viral & Email - Online/Mobile  
**Title** Evidence is everywhere  
**Client** SPE Networks - Asia  
**Agency** TBWA\Tequila Singapore

---

### INNOVATION AWARD

**Award** Finalist  
**Category** Best Innovation Award  
**Title** Mix & Mash  
**Client** Samsung Mobile  
**Agency** Make Studios

---

### CRAFT AWARDS

#### TVC CRAFT

**Award** Gold  
**Category** Craft in Television & Cinema - Animation or Computer Generated Imagery  
**Title** Huggies "Free To Be"  
**Client** Kimberly-Clark  
**Agency** Ogilvy Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Gold  
**Category** Craft in Television & Cinema - Direction  
**Title** Huggies "Free To Be"  
**Client** Kimberly-Clark  
**Agency** Ogilvy Singapore

**Award** Gold  
**Category** Craft in Television & Cinema - Soundtrack/Music  
**Title** Huggies "Free To Be"  
**Client** Kimberly-Clark  
**Agency** Ogilvy Singapore

**Award** Silver  
**Category** Craft in Television & Cinema - Animation or Computer Generated Imagery

**Title** Animal Myths  
**Client** Animal Planet  
**Agency** Infinite Frameworks

**Award** Silver  
**Category** Craft In Television & Cinema - Editing  
**Title** Why Do We Run?  
**Client** Nike Singapore  
**Agency** Kinetic Singapore

**Award** Silver  
**Category** Craft in Television & Cinema - Direction  
**Title** Why Do We Run?  
**Client** Nike Singapore  
**Agency** Kinetic Singapore

**Award** Silver  
**Category** Craft in Television & Cinema - Soundtrack/Music  
**Title** Why Do We Run?  
**Client** Nike Singapore  
**Agency** Kinetic Singapore

**Award** Silver  
**Category** Craft in Television & Cinema - Cinematography  
**Title** Why Do We Run?  
**Client** Nike Singapore  
**Agency** Kinetic Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Silver  
**Category** Craft in Television & Cinema - Cinematography  
**Title** Threads  
**Client** Sony Electronics Asia Pacific  
**Agency** Y&R Singapore

**Award** Silver  
**Category** Craft in Television & Cinema - Cinematography  
**Title** Mirrors  
**Client** Sony Electronics Asia Pacific  
**Agency** Y&R Singapore

**Award** Bronze  
**Category** Craft In Television & Cinema - Editing  
**Title** Chupa Chups - Euro Girlfriend  
**Client** Perfetti Van Melle  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Bronze  
**Category** Craft in Television & Cinema - Direction  
**Title** Family Campaign  
**Client** Ministry of Community Development, Youth and Sports (MCYS)  
**Agency** Asatsu-DK Singapore

**Award** Bronze  
**Category** Craft in Television & Cinema - Direction  
**Title** I am the wind  
**Client** Republic of Singapore Air Force  
**Agency** DDB Worldwide

**Award** Bronze  
**Category** Craft in Television & Cinema - Soundtrack/Music  
**Title** Kids will be kids  
**Client** Sony Electronics Asia Pacific  
**Agency** Y&R Singapore

**Award** Finalist  
**Category** Craft in Television & Cinema - Animation or Computer Generated Imagery  
**Title** Evolution  
**Client** Mentos  
**Agency** Infinite Frameworks for O&M Mumbai



The Singapore  
Creative Circle Awards 2008

**Award** Finalist  
**Category** Craft In Television & Cinema - Editing  
**Title** Chupa Chups - Personal Trainer  
**Client** Perfetti Van Melle  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Finalist  
**Category** Craft in Television & Cinema - Cinematography  
**Title** Lounge  
**Client** Qatar Airways  
**Agency** Batey

**PRINT CRAFT**

**Award** Gold  
**Category** Print Craft - Art Direction  
**Title** Art, Comic, Beauty, Health  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Silver  
**Category** Print Craft - Art Direction  
**Title** Lonely Planet - Romance, Adventure, Artist  
**Client** Lonely Planet Publications  
**Agency** McCann Erickson Singapore

**Award** Silver  
**Category** Print Craft - Art Direction  
**Title** Lonely Planet - Artist  
**Client** Lonely Planet Publications  
**Agency** McCann Erickson Singapore

**Award** Silver  
**Category** Print Craft - Art Direction  
**Title** Art  
**Client** FHM  
**Agency** Ogilvy Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Bronze  
**Category** Print Craft - Copywriting  
**Title** Copywriter  
**Client** DDB Worldwide  
**Agency** DDB Worldwide

**Award** Bronze  
**Category** Print Craft - Copywriting  
**Title** Success  
**Client** Penguin Books Malaysia  
**Agency** Y&R Singapore

**Award** Bronze  
**Category** Print Craft - Copywriting  
**Title** Chapter 3  
**Client** Penguin Books Malaysia  
**Agency** Y&R Singapore

**Award** Bronze  
**Category** Print Craft - Art Direction  
**Title** Comic  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Print Craft - Art Direction  
**Title** Health  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Bronze  
**Category** Print Craft - Photography & Image Manipulation  
**Title** Levi's Eco - Fence, Flat, Stairs, Windows  
**Client** Levi's Strauss Asia Pacific Division  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Bronze  
**Category** Print Craft - Illustration  
**Title** Lonely Planet - Romance, Adventure, Artist  
**Client** Lonely Planet Publications  
**Agency** McCann Erickson Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Bronze  
**Category** Print Craft - Illustration  
**Title** Lonely Planet - Adventure  
**Client** Lonely Planet Publications  
**Agency** McCann Erickson Singapore

**Award** Bronze  
**Category** Print Craft - Illustration  
**Title** Lonely Planet - Artist  
**Client** Lonely Planet Publications  
**Agency** McCann Erickson Singapore

**Award** Finalist  
**Category** Print Craft - Copywriting  
**Title** Art Director, Copywriter, Planner, Suit  
**Client** DDB Worldwide  
**Agency** DDB Worldwide

**Award** Finalist  
**Category** Print Craft - Copywriting  
**Title** Suit  
**Client** DDB Worldwide  
**Agency** DDB Worldwide

**Award** Finalist  
**Category** Print Craft - Copywriting  
**Title** Art Director  
**Client** DDB Worldwide  
**Agency** DDB Worldwide

**Award** Finalist  
**Category** Print Craft - Copywriting  
**Title** Love Signs  
**Client** Penguin Books Malaysia  
**Agency** Y&R Singapore

**Award** Finalist  
**Category** Print Craft - Art Direction  
**Title** Colours  
**Client** Mars Food  
**Agency** TBWA\Tequila Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Finalist  
**Category** Print Craft - Art Direction  
**Title** Mmmm  
**Client** Mars Food  
**Agency** TBWA\Tequila Singapore

**Award** Finalist  
**Category** Print Craft - Art Direction  
**Title** Wow  
**Client** Mars Food  
**Agency** TBWA\Tequila Singapore

**Award** Finalist  
**Category** Print Craft - Photography & Image Manipulation  
**Title** Levi's Eco - Stairs  
**Client** Levi's Strauss Asia Pacific Division  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Finalist  
**Category** Print Craft - Photography & Image Manipulation  
**Title** Levi's Eco - Windows  
**Client** Levi's Strauss Asia Pacific Division  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Finalist  
**Category** Print Craft - Photography & Image Manipulation  
**Title** Levi's Eco - Flat  
**Client** Levi's Strauss Asia Pacific Division  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Finalist  
**Category** Print Craft - Photography & Image Manipulation  
**Title** Levi's Eco - Fence  
**Client** Levi's Strauss Asia Pacific Division  
**Agency** Bartle Bogle Hegarty Asia Pac

**Award** Finalist  
**Category** Print Craft - Photography & Image Manipulation  
**Title** Chef, Mechanic, Housewife  
**Client** Colex  
**Agency** Grey Singapore



## The Singapore Creative Circle Awards 2008

**Award** Finalist  
**Category** Print Craft - Illustration  
**Title** Smurf, Coyote, Betty, Doremon  
**Client** VideoEzy  
**Agency** Leo Burnett / Arc Worldwide Singapore

**Award** Finalist  
**Category** Print Craft - Illustration  
**Title** Colours  
**Client** Mars Food  
**Agency** TBWA\Tequila Singapore

**Award** Finalist  
**Category** Print Craft - Illustration  
**Title** Yummy  
**Client** Mars Food  
**Agency** TBWA\Tequila Singapore

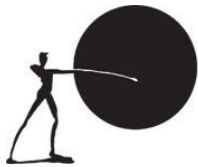
**Award** Finalist  
**Category** Print Craft - Illustration  
**Title** Mmmm  
**Client** Mars Food  
**Agency** TBWA\Tequila Singapore

**Award** Finalist  
**Category** Print Craft - Illustration  
**Title** Wow  
**Client** Mars Food  
**Agency** TBWA\Tequila Singapore

### DESIGN CRAFT

**Award** Bronze  
**Category** Design Craft - Art Direction  
**Title** PEDDERZINE No.4: Worship Devotion Power  
**Client** Pedder Group  
**Agency** WORK

**Award** Bronze  
**Category** Design Craft - Photography and Image Manipulation  
**Title** Citi Exhibition  
**Client** The Architecture Society  
**Agency** Leo Burnett / Arc Worldwide Singapore



## The Singapore Creative Circle Awards 2008

**Award** Finalist  
**Category** Design Craft - Art Direction  
**Title** Art  
**Client** FHM  
**Agency** Ogilvy Singapore

**Award** Finalist  
**Category** Design Craft - Art Direction  
**Title** PEDDERZINE No.3: Supernatural  
**Client** Pedder Group  
**Agency** WORK

**Award** Finalist  
**Category** Design Craft - Typography  
**Title** Lost Wife, Lost Husband, Lost Child  
**Client** Pave  
**Agency** Kinetic Singapore

### INTERACTIVE CRAFT

**Award** Silver  
**Category** Interactive Craft - Illustration  
**Title** U Le Chang (The Playground)  
**Client** Ulechang  
**Agency** Kilo Studio

**Award** Silver  
**Category** Interactive Craft - Sound Design & Music  
**Title** Mix & Mash  
**Client** Samsung Mobile  
**Agency** Make Studios

**Award** Silver  
**Category** Interactive Craft - Interface/Navigation  
**Title** Mix & Mash  
**Client** Samsung Mobile  
**Agency** Make Studios

**Award** Silver  
**Category** Interactive Craft - Animation and Motion Graphic  
**Title** Mix & Mash  
**Client** Samsung Mobile  
**Agency** Make Studios



The Singapore  
Creative Circle Awards 2008

**Award** Silver  
**Category** Interactive Craft - Programming/Scripting  
**Title** Mix & Mash  
**Client** Samsung Mobile  
**Agency** Make Studios

**Award** Bronze  
**Category** Interactive Craft - Art Direction  
**Title** Gryphon Tea Company  
**Client** Gryphon Tea Company  
**Agency** Kilo Studio

**Award** Bronze  
**Category** Interactive Craft - Art Direction  
**Title** Hello Sour Sally  
**Client** Sour Sally  
**Agency** Kinetic Singapore

**Award** Bronze  
**Category** Interactive Craft - Illustration  
**Title** Hello Sour Sally  
**Client** Sour Sally  
**Agency** Kinetic Singapore

**Award** Bronze  
**Category** Interactive Craft - Sound Design & Music  
**Title** Lumina Live!  
**Client** Lumina Live!  
**Agency** Kilo Studio

**Award** Bronze  
**Category** Interactive Craft - Interface/Navigation  
**Title** Fusionopolis Interactive Kiosk  
**Client** JTC Corporation  
**Agency** Kilo Studio

**Award** Bronze  
**Category** Interactive Craft - Interface/Navigation  
**Title** Mosaic Voices  
**Client** Club 21  
**Agency** Make Studios



The Singapore  
Creative Circle Awards 2008

<b>Award</b>	Bronze
<b>Category</b>	Interactive Craft - Programming/Scripting
<b>Title</b>	Lumina Live!
<b>Client</b>	Lumina Live!
<b>Agency</b>	Kilo Studio
<b>Award</b>	Bronze
<b>Category</b>	Interactive Craft - Programming/Scripting
<b>Title</b>	Nokia Nidget
<b>Client</b>	Nokia Asia Pacific
<b>Agency</b>	Ogilvy Singapore
<b>Award</b>	Bronze
<b>Category</b>	Interactive Craft - Typography
<b>Title</b>	Tippling Club
<b>Client</b>	Tippling Club
<b>Agency</b>	Leo Burnett / Arc Worldwide Singapore
<b>Award</b>	Finalist
<b>Category</b>	Interactive Craft - Art Direction
<b>Title</b>	Tippling Club
<b>Client</b>	Tippling Club
<b>Agency</b>	Leo Burnett / Arc Worldwide Singapore
<b>Award</b>	Finalist
<b>Category</b>	Interactive Craft - Art Direction
<b>Title</b>	Levis® Copper Jeans Spring, Summer 2008
<b>Client</b>	Levi Strauss Asia Pacific Division
<b>Agency</b>	Ogilvy Singapore
<b>Award</b>	Finalist
<b>Category</b>	Interactive Craft - Sound Design & Music
<b>Title</b>	Hello Sour Sally
<b>Client</b>	Sour Sally
<b>Agency</b>	Kinetic Singapore
<b>Award</b>	Finalist
<b>Category</b>	Interactive Craft - Writing
<b>Title</b>	Save The Words
<b>Client</b>	Oxford Fajar Sdn Bhd
<b>Agency</b>	Y&R Singapore



The Singapore  
Creative Circle Awards 2008

**Award** Finalist  
**Category** Interactive Craft - Interface/Navigation  
**Title** Hello Sour Sally  
**Client** Sour Sally  
**Agency** Kinetic Singapore

**Award** Finalist  
**Category** Interactive Craft - Interface/Navigation  
**Title** Tippling Club  
**Client** Tippling Club  
**Agency** Leo Burnett / Arc Worldwide Singapore

**Award** Finalist  
**Category** Interactive Craft - Animation and Motion Graphic  
**Title** Hello Sour Sally  
**Client** Sour Sally  
**Agency** Kinetic Singapore

**Award** Finalist  
**Category** Interactive Craft - Animation and Motion Graphic  
**Title** Mosaic Voices  
**Client** Club 21  
**Agency** Make Studios

**Award** Finalist  
**Category** Interactive Craft - Animation and Motion Graphic  
**Title** Nokia Nidget  
**Client** Nokia Asia Pacific  
**Agency** Ogilvy Singapore

**Award** Finalist  
**Category** Interactive Craft - Programming/Scripting  
**Title** Tippling Club  
**Client** Tippling Club  
**Agency** Leo Burnett / Arc Worldwide Singapore

**Award** Finalist  
**Category** Interactive Craft - Programming/Scripting  
**Title** Mosaic Voices  
**Client** Club 21  
**Agency** Make Studios