



## SMA 2009 Finalists

Title of Campaign	Client Company	Media Agency
<b>Best Use of Digital</b>		
"Are you My Type?"	Singapore Red Cross Society	Universal McCann
Nokia Music Store	Nokia Singapore	MediaCom Singapore
Nokia Music Almighty	Nokia Singapore	MediaCom Singapore
Star Trek - Reinventing the Franchise	United International Pictures	Mediaedge:cia Singapore
Experiencing the New Sony Ericsson Xperia X1	Sony Ericsson Mobile Communications International AB	Mediaedge:cia Singapore (Global Solutions)
Intel-Dell Swarm	Intel Technology Asia	OMD Singapore
Not So Secret Lives of Us	Health Promotion Board	PHD Singapore
<b>Best Use of Magazines</b>		
Kenzo Power	Kenzo Parfums	ZenithOptimedia Singapore
Nokia Comes With Music	Nokia Singapore	MediaCom Singapore
Heineken Juice Content Collaboration	Asia Pacific Breweries (Singapore)	Mindshare Singapore
<b>Best Use of Newspapers</b>		
Nokia Music Almighty	Nokia Singapore	MediaCom Singapore
McDonald's Champion Kids	McDonald's Restaurants	OMD Singapore
Tiger Football Campaign	Asia Pacific Breweries (Singapore)	Mindshare Singapore
<b>Best Use of Outdoor</b>		
Nokia Comes With Music	Nokia Singapore	MediaCom Singapore
Stop diabetes before it stops you!	Health Promotion Board	PHD Singapore
<b>Best Use of Radio</b>		
Nokia Comes With Music	Nokia Singapore	MediaCom Singapore
Siloso Beach Party - Asia's Grooviest	Sentosa Leisure Group	OMD Singapore
Lunch on Us!	The Ascott Group	OMD Singapore
Chill Central	Health Promotion Board	PHD Singapore

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<b>Best Use of Television</b>		
HP Connects You To Love	Hewlett-Packard Singapore	ZenithOptimedia Singapore
"Pact Between Men": The Johnnie Walker Journey	Moet Hennessy Diageo	Starcom Media Worldwide
McDonald's Champion Kids	McDonald's Restaurants	OMD Singapore
By My Side	Health Promotion Board	PHD Singapore
<b>Best Business to Business Campaign</b>		
Oracle Tech Showcase for Midsize Companies	Oracle Corporation	Starcom Media Worldwide
<b>Best Experiential Marketing Campaign</b>		
Geeks Not Freaks	Starhub - Advanced Multimedia Services (SAMS)	ZenithOptimedia Singapore
Nokia Comes With Music	Nokia Singapore	MediaCom Singapore
Intel-Dell Swarm	Intel Technology Asia	OMD Singapore
Nike Human Race	Nike Singapore	Mindshare Singapore
<b>Best Integrated Media Campaign</b>		
The Chinese Challenge - Speak Mandarin Campaign 2009	Promotion Mandarin Council	Dentsu Singapore
Funeral	MCYS - Ministry of Community Development, Youth & Sports	ZenithOptimedia Singapore
Nokia Music Almighty	Nokia Singapore	MediaCom Singapore
Nokia Comes With Music	Nokia Singapore	MediaCom Singapore
The Wind of RSAF	Republic of Singapore Airforce	PHD Singapore
Miracle Tonic	Health Promotion Board	PHD Singapore
Live it Up without Lighting Up	Health Promotion Board	Mindshare Singapore
<b>Best Pan Asian Campaign</b>		
Nokia AXN Sponsorship	Nokia SEAP	MediaCom Singapore
Nokia EPL Sponsorship	Nokia SEAP	MediaCom Singapore
Launch of Sony's HD Handycam - Sponsorship of World Caf� Asia 2	Sony Electronics Asia Pacific	Mediaedge:cia Singapore (Global Solutions)

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<b>Best Strategic Launch</b>		
Say Hello To Computer Couture - HP Mini 1000 Vivienne Tam	Hewlett-Packard Singapore	ZenithOptimedia Singapore
Nokia Comes With Music	Nokia Singapore	MediaCom Singapore
Intel-Dell Swarm	Intel Technology Asia	OMD Singapore
Guess What Car ?	Cycle & Carriage Kia	Mediaedge:cia Singapore
Kraft Singles Supermum Kitchen	Kraft Foods Singapore	Mindshare Singapore
<b>Best Value Media Campaign</b>		
Power Miners vs Rock Monsters	LEGO Singapore	Initiative Singapore
Johnson's Body Care	Johnson & Johnson's Singapore	OMD Singapore
Intel-Dell Swarm	Intel Technology Asia	OMD Singapore
1st Asian Youth Games Singapore 2009	Singapore Sports Council	Mediaedge:cia Singapore
<b>Best Youth Marketing Campaign</b>		
Nokia Music Almighty	Nokia Singapore	MediaCom Singapore
Coca-Cola Open Happiness	Coca-Cola Far East	Mediaedge:cia Singapore
Star Trek - Reinventing the Franchise	United International Pictures	Mediaedge:cia Singapore
Live it Up without Lighting Up	Health Promotion Board	Mindshare Singapore

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