



SMA 2009 Winners List

MEDIA AGENCY OF THE YEAR OMD Singapore

GRAND PRIX OMD Singapore Intel-Dell Swarm

| | Campaign Title | Client | Agency |
|---|---|------------------------------------|---------------------------|
| Best Use of Digital | Intel-Dell Swarm | Intel Technology Asia | OMD Singapore |
| Best Use of Magazine | Kenzo Power | Kenzo Parfums | ZenithOptimedia Singapore |
| Best Use of Newspaper | Tiger Football Campaign | Asia Pacific Breweries (Singapore) | Mindshare Singapore |
| Best Use of Outdoor | Nokia Comes With Music | Nokia Singapore | MediaCom Singapore |
| Best Use of Radio | Chill Central | Health Promotion Board | PHD Singapore |
| Best Use of Television | McDonald's Champion Kids | McDonald's Restaurants | OMD Singapore |
| Best Business to Business Campaign | Oracle Tech Showcase for Midsized Companies | Oracle Corporation | Starcom Media Worldwide |
| Best Experiential Marketing Campaign | Intel-Dell Swarm | Intel Technology Asia | OMD Singapore |
| Best Integrated Media Campaign | Miracle Tonic | Health Promotion Board | PHD Singapore |
| Best Pan Asian Campaign | Nokia AXN Sponsorship | Nokia SEAP | MediaCom Singapore |
| Best Strategic Launch | Guess What Car ? | Cycle & Carriage Kia | Mediaedge:cia Singapore |
| Best Value Media Campaign | Power Miners vs Rock Monsters | LEGO Singapore | Initiative Singapore |
| Best Youth Marketing Campaign | Live it Up without Lighting Up | Health Promotion Board | Mindshare Singapore |

SPECIAL ACHIEVEMENTS AWARD

| | Person | Agency / Company |
|---------------------------------------|-------------------|---------------------------------|
| Young Media Person of the Year | Lin Xueting | Mindshare Singapore |
| Media Sales Person of the Year | Peter Giakoumelos | Discovery Networks Asia Pacific |

Organised by:



Association of Accredited Advertising Agents Singapore

www.sma.com.sg



SMA 2009 Medal Tally Table

| Ranking | Agency | GP | Winner | Finalist | Total Point |
|---------|---------------------------|----|--------|----------|-------------|
| 1 | OMD Singapore | 1 | 3 | 6 | 58 |
| 2 | MediaCom Singapore | | 2 | 11 | 53 |
| 3 | Mindshare Singapore | | 2 | 4 | 32 |
| 3 | PHD Singapore | | 2 | 4 | 32 |
| 5 | Mediaedge:cia Singapore | | 1 | 6 | 28 |
| 6 | ZenithOptimedia Singapore | | 1 | 4 | 22 |
| 7 | Starcom Media Worldwide | | 1 | 1 | 13 |
| 8 | Initiative Singapore | | 1 | | 10 |
| 9 | Dentsu Singapore | | | 1 | 3 |
| 9 | Universal McCann | | | 1 | 3 |

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