



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 Midsize 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

Organised by:



Association of
Accredited Advertising
Agents Singapore

www.sma.com.sg