

## SINGAPORE CREATIVE CIRCLE AWARDS 2005

### FULL RESULTS

#### **BEST OF SHOW**

Category Posters - Non-Transit (Campaign POS)  
Title Keep Talking  
Client Pfizer  
Agency JWT Singapore

---

Award Gold  
Category Print - Consumer Magazine (Individual)  
Title Whitehouse  
Client Hasbro  
Agency Saatchi & Saatchi Singapore

Award Gold  
Category Print - Newspapers (Individual)  
Title Psycho  
Client Pizza Hut Singapore  
Agency BBDO Singapore

Award Gold  
Category Posters - Non-Transit (Individual POS)  
Title Cop  
Client Pfizer  
Agency JWT Singapore

Award Gold  
Category Posters - Non-Transit (Individual POS)  
Title Boss  
Client Pfizer  
Agency JWT Singapore

Award Gold  
Category Posters - Non-Transit (Individual POS)  
Title The Joke  
Client Pfizer  
Agency JWT Singapore

Award Gold  
Category Posters - Non-Transit (Individual POS)  
Title Doctor  
Client Pfizer  
Agency JWT Singapore

Award Gold  
Category Posters - Non-Transit (Individual POS)  
Title Whitehouse  
Client Hasbro  
Agency Saatchi & Saatchi Singapore

Award Gold  
Category Posters - Non-Transit (Campaign POS)  
Title Keep Talking  
Client Pfizer  
Agency JWT Singapore

Award Gold  
Category Posters - Non-Transit (Campaign POS)  
Title Queen, Whitehouse, Tianenmen  
Client Hasbro  
Agency Saatchi & Saatchi Singapore

Award Gold  
Category Print Craft - Art Direction - Campaign  
Title P.C., Bus, Tie  
Client Olympia Travels  
Agency McCann Erickson Singapore

Award Gold  
Category Print Craft - Illustration - Campaign  
Title Keep Talking  
Client Pfizer  
Agency JWT Singapore

Award Gold  
Category Interactive - Corporate Image, Business to Business - Individual  
Title Kinetic V4  
Client Kinetic Singapore  
Agency Kinetic Singapore

Award Gold  
Category Interactive - Craft - Art Direction  
Title Kinetic V4  
Client Kinetic Singapore  
Agency Kinetic Singapore

Award Silver  
Category Television and Cinema - Television - Individual  
Title Rock On  
Client Creative Technology  
Agency 10AM Communications

Award Silver  
 Category Television and Cinema - Television - Individual  
 Title Prank Call  
 Client Golden Star Gifts & Stationery  
 Agency McCann Erickson Singapore

Award Silver  
 Category Television and Cinema - Cinema - Individual  
 Title Lacklustre Lucy  
 Client Johnson & Johnson Vision Care  
 Agency McCann Erickson Singapore

Award Silver  
 Category Television and Cinema - Community Service and Charity - Individual  
 Title Tears  
 Client The Samaritans of Singapore  
 Agency Bates Singapore

Award Silver  
 Category Television and Cinema - Low Budget - Individual  
 Title Rock On  
 Client Creative Technology  
 Agency 10AM Communications

Award Silver  
 Category Television and Cinema - Low Budget - Individual  
 Title Prank Call  
 Client Golden Star Gifts & Stationery  
 Agency McCann Erickson Singapore

Award Silver  
 Category Craft in Television and Cinema  
 - Animation or computer generated imagery  
 Title Lacklustre Lucy  
 Client Johnson & Johnson Vision Care  
 Agency McCann Erickson Singapore

Award Silver  
 Category Print - Consumer Magazine (Individual)  
 Title Cut  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Silver  
 Category Print - Consumer Magazine (Individual)  
 Title Bubbles  
 Client Nickelodeon  
 Agency TBWA Singapore

Award Silver  
 Category Print - Consumer Magazine (Individual)  
 Title Queen  
 Client Hasbro  
 Agency Saatchi & Saatchi Singapore

Award Silver  
 Category Print - Consumer Magazine (Campaign)  
 Title Stitch, Cut, Plot  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Silver  
 Category Print - Consumer Magazine (Campaign)  
 Title Desert, Underwater, Ocean  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Silver  
 Category Print - Newspapers (Individual)  
 Title Amnesia  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Silver  
 Category Print - Newspapers (Individual)  
 Title The Graduate  
 Client Pizza Hut Singapore  
 Agency BBDO Singapore

Award Silver  
 Category Print - Community Service and Charity (Individual)  
 Title Amnesia  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Silver  
 Category Print - Community Service and Charity (Campaign)  
 Title Desert, Ocean, Underwater  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Silver  
 Category Ambient/Guerilla/Environmental Media - Individual  
 Title Umbrella  
 Client Nature Society of Singapore  
 Agency Ad Planet Group

Award Silver  
Category Posters - Non-Transit (Individual POS)  
Title Boyfriend  
Client Pfizer  
Agency JWT Singapore

Award Silver  
Category Posters - Non-Transit (Individual POS)  
Title Cut  
Client Faze Distribution  
Agency BBDO Singapore

Award Silver  
Category Posters - Non-Transit (Individual POS)  
Title Psycho  
Client Pizza Hut Singapore  
Agency BBDO Singapore

Award Silver  
Category Posters - Non-Transit (Individual POS)  
Title The Graduate  
Client Pizza Hut Singapore  
Agency BBDO Singapore

Award Silver  
Category Posters - Non-Transit (Individual POS)  
Title Bubbles  
Client Nickelodeon  
Agency TBWA Singapore

Award Silver  
Category Posters - Non-Transit (Individual POS)  
Title Tianenmen  
Client Hasbro  
Agency Saatchi & Saatchi Singapore

Award Silver  
Category Posters - Non-Transit (Individual POS)  
Title Queen  
Client Hasbro  
Agency Saatchi & Saatchi Singapore

Award Silver  
Category Posters - Non-Transit (Individual Bus Shelter)  
Title Baygon "Insects Of The World"  
Client SC Johnson  
Agency Foote Cone & Belding

Award Silver  
 Category Print Craft - Copywriting - Individual  
 Title Amnesia  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Silver  
 Category Print Craft - Art Direction - Individual  
 Title Cut  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Silver  
 Category Print Craft - Art Direction - Campaign  
 Title Amnesia, Geneva Convention, Wounded POW  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Silver  
 Category Print Craft - Art Direction - Campaign  
 Title BBQ, Pool, Street  
 Client Microsoft Singapore  
 Agency McCann Erickson Singapore

Award Silver  
 Category Print Craft - Art Direction - Campaign  
 Title Stitch, Cut, Plot  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Silver  
 Category Print Craft - Photography & Image Manipulation - Individual  
 Title Fly  
 Client SC Johnson  
 Agency Foote Cone & Belding

Award Silver  
 Category Print Craft - Photography & Image Manipulation - Individual  
 Title Cut  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Silver  
 Category Print Craft - Photography & Image Manipulation - Campaign  
 Title BBQ, Pool, Street  
 Client Microsoft Singapore  
 Agency McCann Erickson Singapore

Award Silver  
Category Print Craft - Photography & Image Manipulation - Campaign  
Title Queen, Whitehouse, Tianenmen  
Client Hasbro  
Agency Saatchi & Saatchi Singapore

Award Silver  
Category Print Craft - Illustration - Individual  
Title Cop  
Client Pfizer  
Agency JWT Singapore

Award Silver  
Category Print Craft - Illustration - Individual  
Title Boss  
Client Pfizer  
Agency JWT Singapore

Award Silver  
Category Print Craft - Illustration - Individual  
Title The Joke  
Client Pfizer  
Agency JWT Singapore

Award Silver  
Category Print Craft - Illustration - Individual  
Title Doctor  
Client Pfizer  
Agency JWT Singapore

Award Silver  
Category Print Craft - Illustration - Campaign  
Title Rope, Knife, Pills, Gun  
Client Chocolate Gallery  
Agency Leo Burnett Singapore

Award Silver  
Category Radio - Individual  
Title Call  
Client Samaritans of Singapore  
Agency Leo Burnett Singapore

Award Silver  
Category Design - Literature & Editorial (Self Promotional)  
Title Book  
Client Alex Goh  
Agency Kinetic Singapore

Award Silver  
Category Design - Corporate Identity - Stationery Range  
Title Asylum Stationery  
Client Asylum Creative  
Agency Asylum Creative

Award Silver  
Category Design - Corporate Identity - Stationery Range  
Title Book  
Client Alex Goh  
Agency Kinetic Singapore

Award Silver  
Category Design - Corporate Identity - Logo  
Title Cut to fit  
Client Faze Distribution  
Agency BBDO Singapore

Award Silver  
Category Interactive - Craft - Art Direction  
Title HP Photosmart 8750 Microsite  
Client Hewlett-Packard Asia Pacific  
Agency XM Asia Pacific

Award Silver  
Category Interactive - Craft - Illustration  
Title Kinetic V4  
Client Kinetic Singapore  
Agency Kinetic Singapore

Award Silver  
Category Interactive - Craft - Illustration  
Title Affixen  
Client Affixen  
Agency Kinetic Singapore

Award Silver  
Category Interactive - Craft - Soundtrack/Music/Effect  
Title Kinetic V4  
Client Kinetic Singapore  
Agency Kinetic Singapore

Award Silver  
Category Interactive - Craft - Animation (2D and 3D)  
Title Kinetic V4  
Client Kinetic Singapore  
Agency Kinetic Singapore

Award Silver  
Category Direct Marketing - Flat Direct Mail Low Volume (Individual)  
Title Postal Delay  
Client Lorgan's the Retro Store  
Agency Kinetic Singapore

Award Silver  
Category Direct Marketing - Flat Direct Mail Low Volume (Individual)  
Title Magnifying Glass  
Client Holms Private Investigators  
Agency Kinetic Singapore

Award Silver  
Category Best Use of Media - Individual  
Title Umbrella  
Client Nature Society of Singapore  
Agency Ad Planet Group

Award Silver  
Category Best Use of Media - Individual  
Title Egg  
Client SEB Singapore  
Agency McCann Erickson Singapore

Award Bronze  
Category Television and Cinema - Television - Individual  
Title Tears  
Client The Samaritans of Singapore  
Agency Bates Singapore

Award Bronze  
Category Television and Cinema - Television - Individual  
Title Zuji - Stain  
Client Zuji  
Agency M&C Saatchi

Award Bronze  
Category Television and Cinema - Low Budget - Individual  
Title Tears  
Client The Samaritans of Singapore  
Agency Bates Singapore

Award Bronze  
Category Television and Cinema - Low Budget - Individual  
Title Zuji - Stain  
Client Zuji  
Agency M&C Saatchi

Award Bronze  
 Category Craft in Television and Cinema  
 - Animation or computer generated imagery  
 Title Fight Back - 30sec  
 Client Pfizer  
 Agency BBDO Singapore

Award Bronze  
 Category Craft in Television and Cinema  
 - Animation or computer generated imagery  
 Title Transmariners  
 Client Republic of Singapore Navy  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Craft in Television and Cinema - Soundtrack/Music  
 Title Power of 3  
 Client Sony Electronics Asia Pacific  
 Agency 10AM Communications

Award Bronze  
 Category Craft in Television and Cinema - Soundtrack/Music  
 Title Power of 3  
 Client Sony Electronics Asia Pacific  
 Agency 10AM Communications

Award Bronze  
 Category Craft in Television and Cinema - Soundtrack/Music  
 Title Lacklustre Lucy  
 Client Johnson & Johnson Vision Care  
 Agency McCann Erickson Singapore

Award Bronze  
 Category Craft in Television and Cinema - Soundtrack/Music  
 Title The Ring  
 Client Osacar City  
 Agency Leo Burnett Singapore

Award Bronze  
 Category Print - Consumer Magazine (Individual)  
 Title Egg  
 Client SEB Singapore  
 Agency McCann Erickson Singapore

Award Bronze  
 Category Print - Consumer Magazine (Individual)  
 Title Plot  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Bronze  
 Category Print - Consumer Magazine (Individual)  
 Title I never read the Economist  
 Client Blush  
 Agency DDB Worldwide

Award Bronze  
 Category Print - Consumer Magazine (Individual)  
 Title Ocean  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Consumer Magazine (Individual)  
 Title Desert  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Consumer Magazine (Individual)  
 Title Underwater  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Consumer Magazine (Campaign)  
 Title Bartender, Alley, Bedroom  
 Client Bedroom Bar  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print - Consumer Magazine (Campaign)  
 Title P.C., Bus, Tie  
 Client Olympia Travels  
 Agency McCann Erickson Singapore

Award Bronze  
 Category Print - Consumer Magazine (Campaign)  
 Title BBQ, Pool, Street  
 Client Microsoft Singapore  
 Agency McCann Erickson Singapore

Award Bronze  
 Category Print - Consumer Magazine (Campaign)  
 Title Keep Them Entertained  
 Client Nickelodeon  
 Agency TBWA Singapore

Award Bronze  
 Category Print - Newspapers (Individual)  
 Title Geneva Convention  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print - Newspapers (Individual)  
 Title Wounded POW  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print - Newspapers (Individual)  
 Title Desert  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Newspapers (Individual)  
 Title Underwater  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Newspapers (Individual)  
 Title Ocean  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Newspapers (Campaign)  
 Title Amnesia, Geneva Convention, Wounded POW  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print - Newspapers (Campaign)  
 Title Desert, Ocean, Underwater  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Trade and Professional (Individual)  
 Title Babies  
 Client 4As  
 Agency McCann Erickson Singapore

Award Bronze  
 Category Print - Trade and Professional (Individual)  
 Title Treaty  
 Client BBC World  
 Agency Bates Singapore

Award Bronze  
 Category Print - Trade and Professional (Individual)  
 Title Street  
 Client BBC World  
 Agency Bates Singapore

Award Bronze  
 Category Print - Trade and Professional (Campaign)  
 Title Street, Plant, Treaty  
 Client BBC World  
 Agency Bates Singapore

Award Bronze  
 Category Print - Community Service and Charity (Individual)  
 Title Wounded POW  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print - Community Service and Charity (Individual)  
 Title Geneva Convention  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print - Community Service and Charity (Individual)  
 Title Underwater  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Community Service and Charity (Individual)  
 Title Desert  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Community Service and Charity (Individual)  
 Title Ocean  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print - Community Service and Charity (Campaign)  
 Title Amnesia, Geneva Convention, Wounded POW  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Ambient/Guerilla/Environmental Media - Individual  
 Title Archway  
 Client Parklane Book Corner  
 Agency McCann Erickson Singapore

Award Bronze  
 Category Ambient/Guerilla/Environmental Media - Individual  
 Title The Wall  
 Client Nike  
 Agency Ogilvy & Mather Singapore

Award Bronze  
 Category Ambient/Guerilla/Environmental Media - Individual  
 Title Airport Pick-up  
 Client Jetstar Asia  
 Agency Ogilvy & Mather Singapore

Award Bronze  
 Category Ambient/Guerilla/Environmental Media - Individual  
 Title Egg  
 Client Groupe Seb Singapore  
 Agency 10AM Communications

Award Bronze  
 Category Integrated Communications - Campaign  
 Title Nicorette - TV, Game Stand, CD-Rom  
 Client Pfizer  
 Agency BBDO Singapore

Award Bronze  
 Category Integrated Communications - Campaign, Community Service And  
 Charity  
 Title Nikki  
 Client Action for AIDS  
 Agency Foote Cone & Belding

Award Bronze  
 Category Posters - Non-Transit (Individual POS)  
 Title Babies  
 Client 4As  
 Agency McCann Erickson Singapore

Award Bronze  
 Category Posters - Non-Transit (Individual POS)  
 Title Play Together  
 Client Microsoft Singapore  
 Agency McCann Erickson Singapore

Award Bronze  
 Category Posters - Non-Transit (Individual POS)  
 Title Plot  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Bronze  
 Category Posters - Non-Transit (Individual POS)  
 Title Recycle  
 Client ANA Second-Hand Bookstore  
 Agency Leo Burnett Singapore

Award Bronze  
 Category Posters - Non-Transit (Campaign POS)  
 Title Fading Out  
 Client Foodbex Global  
 Agency JWT Singapore

Award Bronze  
 Category Posters - Non-Transit (Campaign POS)  
 Title Fly, Mosquito, Roach  
 Client SC Johnson  
 Agency Foote Cone & Belding

Award Bronze  
 Category Posters - Non-Transit (Campaign POS)  
 Title Furniture  
 Client Jobs DB  
 Agency 10AM Communications

Award Bronze  
 Category Posters - Non-Transit (Individual Bus Shelter)  
 Title Egg  
 Client Groupe Seb Singapore  
 Agency 10AM Communications

Award Bronze  
 Category Print Craft - Copywriting - Individual  
 Title Geneva Convention  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print Craft - Copywriting - Individual  
 Title Wounded POW  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print Craft - Copywriting - Individual  
 Title Ocean  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print Craft - Copywriting - Individual  
 Title Underwater  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print Craft - Copywriting - Individual  
 Title Desert  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print Craft - Copywriting - Campaign  
 Title Amnesia, Geneva Convention, Wounded POW  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print Craft - Copywriting - Campaign  
 Title Desert, Ocean, Underwater  
 Client Greenpeace  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print Craft - Typography - Individual  
 Title Questions  
 Client Nestle Singapore  
 Agency JWT Singapore

Award Bronze  
 Category Print Craft - Typography - Campaign  
 Title Amnesia, Geneva Convention, Wounded POW  
 Client Global Alliance  
 Agency Foote Cone & Belding

Award Bronze  
 Category Print Craft - Art Direction - Individual  
 Title Plot  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Bronze  
 Category Print Craft - Art Direction - Individual  
 Title Story  
 Client Children's Cancer Foundation  
 Agency Leo Burnett Singapore

Award Bronze  
 Category Print Craft - Art Direction - Individual  
 Title Pills  
 Client Children's Cancer Foundation  
 Agency Leo Burnett Singapore

Award Bronze  
 Category Print Craft - Art Direction - Individual  
 Title ABCs  
 Client Children's Cancer Foundation  
 Agency Leo Burnett Singapore

Award Bronze  
 Category Print Craft - Art Direction - Campaign  
 Title ABCs, Pills, Story  
 Client Children's Cancer Foundation  
 Agency Leo Burnett Singapore

Award Bronze  
 Category Print Craft - Photography & Image Manipulation - Individual  
 Title Queen  
 Client Hasbro  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Print Craft - Illustration - Individual  
 Title Boyfriend  
 Client Pfizer  
 Agency JWT Singapore

Award Bronze  
 Category Print Craft - Illustration - Individual  
 Title Adopted  
 Client Tea Spa  
 Agency Foote Cone & Belding

Award Bronze  
 Category Design - Literature & Editorial (Book Covers)  
 Title WERK No. 11 Guerrillazine 2  
 Client Guerrilla Stores  
 Agency Work

Award Bronze  
 Category Design - Literature & Editorial (Catalogues & Magazines)  
 Title WERK No. 11 Guerrillazine 2  
 Client Guerrilla Stores  
 Agency Work

Award Bronze  
 Category Design - Literature & Editorial (Catalogues & Magazines)  
 Title WERK No. 10 Guerrillazine 1  
 Client Colette  
 Agency Work

Award Bronze  
 Category Design - Literature & Editorial (DM)  
 Title Postal Delay  
 Client Lorgan's the Retro Store  
 Agency Kinetic Singapore

Award Bronze  
 Category Design - Literature & Editorial (Posters)  
 Title Stitch, Cut, Plot  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Bronze  
 Category Design - Literature & Editorial (Posters)  
 Title Fragrance, Cooling, Refreshing  
 Client Wong Coco  
 Agency Kinetic Singapore

Award Bronze  
 Category Design - Literature & Editorial (Self Promotional)  
 Title WERK No. 10 Guerrillazine 2  
 Client Guerrilla Stores  
 Agency Work

Award Bronze  
 Category Design - Packaging  
 Title One North - Where Ideas Grow  
 Client JTC Corporation  
 Agency Kinetic Singapore

Award Bronze  
 Category Design - Corporate Identity System  
 Title Cut to fit  
 Client Faze Distribution  
 Agency BBDO Singapore

Award Bronze  
 Category Design - Corporate Identity - Logo  
 Title Asylum Logo  
 Client Asylum Creative  
 Agency Asylum Creative

Award Bronze  
 Category Design - Environmental Design  
 (Retail, Industry, Workplace, Residential, Public Spaces)  
 Title COTF! Live (Classroom of the Future)  
 Client Microsoft/IDA/NIE  
 Agency Asylum Creative

Award Bronze  
 Category Interactive - Beyond The Banner - Individual  
 Title Heineken Innovators  
 Client Heineken Singapore  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Promotional Advertising - Individual  
 Title Nokia Cinemotion  
 Client Nokia Singapore  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Promotional Advertising - Individual  
 Title Ministry of Sound Singapore  
 Client Ministry of Sound Singapore  
 Agency Kilo Studio

Award Bronze  
 Category Interactive - Promotional Advertising - Individual  
 Title HP Smart Office Planner  
 Client Hewlett-Packard Asia Pacific  
 Agency XM Asia Pacific

Award Bronze  
 Category Interactive - Promotional Advertising - Individual  
 Title HP Photosmart 8750 Microsite  
 Client Hewlett-Packard Asia Pacific  
 Agency XM Asia Pacific

Award Bronze  
 Category Interactive - Promotional Advertising - Individual  
 Title HP Vivera Vivid Expressions eCard Viral Campaign  
 Client Hewlett-Packard Asia Pacific  
 Agency XM Asia Pacific

Award Bronze  
 Category Interactive - Promotional Advertising - Individual  
 Title Levi's Square Cut  
 Client Levis Strauss Asia Pacific Division  
 Agency OgilvyOne Worldwide Singapore

Award Bronze  
 Category Interactive - Corporate Image, Business to Consumer - Individual  
 Title Nokia Cinemotion  
 Client Nokia Singapore  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Corporate Image, Business to Consumer - Individual  
 Title Heineken Innovators  
 Client Heineken Singapore  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Corporate Image, Business to Consumer - Individual  
 Title We Love House  
 Client Zouk Management  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Corporate Image, Business to Consumer - Individual  
 Title Asylum Website  
 Client Asylum Creative  
 Agency Asylum Creative

Award Bronze  
 Category Interactive - Corporate Image, Business to Business - Individual  
 Title Affixen  
 Client Affixen  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Craft - Art Direction  
 Title Affixen  
 Client Affixen  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Craft - Soundtrack/Music/Effect  
 Title Affixen  
 Client Affixen  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Craft - Soundtrack/Music/Effect  
 Title HP Vivera Vivid Expressions eCard Viral Campaign  
 Client Hewlett-Packard Asia Pacific  
 Agency XM Asia Pacific

Award Bronze  
 Category Interactive - Craft - Writing  
 Title Kinetic V4  
 Client Kinetic Singapore  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Craft - Animation (2D and 3D)  
 Title Nokia Cinemotion  
 Client Nokia Singapore  
 Agency Kinetic Singapore

Award Bronze  
 Category Interactive - Craft - Animation (2D and 3D)  
 Title Nokia 7710 Launch Animation  
 Client Nokia  
 Agency The Upper Storey

Award Bronze  
 Category Interactive - Craft - Typography  
 Title Kinetic V4  
 Client Kinetic Singapore  
 Agency Kinetic Singapore

Award Bronze  
 Category Direct Marketing - Flat Direct Mail High Volume (Individual)  
 Title Band-Aid  
 Client Hewlett Packard  
 Agency Saatchi & Saatchi Singapore

Award Bronze  
 Category Direct Marketing - Dimensional Direct Mail (Individual)  
 Title Umbrella  
 Client Nature Society of Singapore  
 Agency Ad Planet Group

Award Bronze  
 Category Direct Marketing - Direct Respose Multi-media (Campaign)  
 Title Nikki  
 Client Action for AIDS  
 Agency Foote Cone & Belding

Award Bronze  
 Category Best Use of Media - Individual  
 Title Play Together  
 Client Microsoft Singapore  
 Agency McCann Erickson Singapore

Award Finalist  
 Category Television and Cinema - Television - Individual  
 Title 938 Live - Kid  
 Client Mediacorp Radio 938 Live  
 Agency M&C Saatchi

Award Finalist  
 Category Television and Cinema - Television - Individual  
 Title 938 Live - Restaurant  
 Client Mediacorp Radio 938 Live  
 Agency M&C Saatchi

Award Finalist  
 Category Television and Cinema - Television - Individual  
 Title Bubbles  
 Client Sony  
 Agency TBWA Singapore

Award Finalist  
 Category Television and Cinema - Community Service and Charity - Individual  
 Title More Alone Than Ever  
 Client National Council Against Drugs Abuse (NCADA)  
 Agency Crush Advertising

Award Finalist  
 Category Television and Cinema - Low Budget - Individual  
 Title 938 Live - Restaurant  
 Client Mediacorp Radio 938 Live  
 Agency M&C Saatchi

Award Finalist  
Category Craft in Television and Cinema - Cinematography  
Title Power of 3  
Client Sony Electronics Asia Pacific  
Agency 10AM Communications

Award Finalist  
Category Craft in Television and Cinema - Cinematography  
Title Bubbles  
Client Sony  
Agency TBWA Singapore

Award Finalist  
Category Craft in Television and Cinema - Art Direction  
Title Bubbles  
Client Sony  
Agency TBWA Singapore

Award Finalist  
Category Print - Consumer Magazine (Individual)  
Title The Luxury 4 x 4 (Heel)  
Client VW  
Agency The Alchemy Partnership

Award Finalist  
Category Print - Consumer Magazine (Individual)  
Title Bedroom  
Client Bedroom Bar  
Agency Foote Cone & Belding

Award Finalist  
Category Print - Consumer Magazine (Individual)  
Title Stitch  
Client Faze Distribution  
Agency BBDO Singapore

Award Finalist  
Category Print - Consumer Magazine (Individual)  
Title Pillar  
Client Meiji  
Agency BBDO Singapore

Award Finalist  
Category Print - Consumer Magazine (Individual)  
Title Magnifying Glass  
Client Nickelodeon  
Agency TBWA Singapore

Award Finalist  
 Category Print - Consumer Magazine (Individual)  
 Title Recycle  
 Client ANA Second-Hand Bookstore  
 Agency Leo Burnett Singapore

Award Finalist  
 Category Print - Consumer Magazine (Individual)  
 Title Earthquake  
 Client Seager Inc. (Victorinox)  
 Agency Leo Burnett Singapore

Award Finalist  
 Category Print - Consumer Magazine (Individual)  
 Title Plane Crash  
 Client Seager Inc. (Victorinox)  
 Agency Leo Burnett Singapore

Award Finalist  
 Category Print - Consumer Magazine (Individual)  
 Title Yuppie  
 Client Lips Enterprise  
 Agency McCann Erickson Singapore

Award Finalist  
 Category Print - Consumer Magazine (Individual)  
 Title Fisherman  
 Client Lips Enterprise  
 Agency McCann Erickson Singapore

Award Finalist  
 Category Print - Consumer Magazine (Individual)  
 Title Dog-ear  
 Client Pelikan Singapore-Malaysia  
 Agency 10AM Communications

Award Finalist  
 Category Print - Consumer Magazine (Individual)  
 Title Splash  
 Client Mini Oreo  
 Agency Bates Singapore

Award Finalist  
 Category Print - Consumer Magazine (Campaign)  
 Title Hooligan, Yuppie, Fisherman  
 Client Lips Enterprise  
 Agency McCann Erickson Singapore

Award Finalist  
 Category Print - Consumer Magazine (Campaign)  
 Title Babies, Kiss, Priest  
 Client ICI Paints Singapore  
 Agency BBDO Singapore

Award Finalist  
 Category Print - Consumer Magazine (Campaign)  
 Title Photograph, Wall, Survey  
 Client Noble Education  
 Agency Kinetic Singapore

Award Finalist  
 Category Print - Consumer Magazine (Campaign)  
 Title Earthquake, Plane Crash, Flood  
 Client Seager Inc. (Victorinox)  
 Agency Leo Burnett Singapore

Award Finalist  
 Category Print - Newspapers (Individual)  
 Title The Luxury 4 x 4 (Heel)  
 Client VW  
 Agency The Alchemy Partnership

Award Finalist  
 Category Print - Newspapers (Individual)  
 Title Magnifying Glass  
 Client Nickelodeon  
 Agency TBWA Singapore

Award Finalist  
 Category Print - Newspapers (Individual)  
 Title Bubbles  
 Client Nickelodeon  
 Agency TBWA Singapore

Award Finalist  
 Category Print - Newspapers (Campaign)  
 Title Shopper, Race, Smuggler, Yogaman  
 Client Valuair  
 Agency Grey Global Group

Award Finalist  
 Category Print - Trade and Professional (Individual)  
 Title Copyright  
 Client Ella Cheong Spruson & Ferguson  
 Agency BBDO Singapore

Award Finalist  
 Category Print - Trade and Professional (Campaign)  
 Title Furniture  
 Client Jobs DB  
 Agency 10AM Communications

Award Finalist  
 Category Ambient/Guerilla/Environmental Media - Individual  
 Title Smoker's Breath  
 Client Health Promotion Board  
 Agency Foote Cone & Belding

Award Finalist  
 Category Ambient/Guerilla/Environmental Media - Individual  
 Title Heeeaa!  
 Client J H Kim Taekwondo Institute Singapore  
 Agency DDB Worldwide

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Kitchen  
 Client Energizer Singapore  
 Agency JWT Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Bathroom  
 Client Energizer Singapore  
 Agency JWT Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Dining  
 Client Energizer Singapore  
 Agency JWT Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Students  
 Client Foodbex Global  
 Agency JWT Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Acrobats  
 Client Foodbex Global  
 Agency JWT Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Bedroom  
 Client SC Johnson  
 Agency Foote Cone & Belding

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Pillar  
 Client Meiji  
 Agency BBDO Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title I never read the Economist  
 Client EUT Marketing  
 Agency DDB Worldwide

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Earthquake  
 Client Seager Inc. (Victorinox)  
 Agency Leo Burnett Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Plane Crash  
 Client Seager Inc. (Victorinox)  
 Agency Leo Burnett Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Street  
 Client BBC World  
 Agency Bates Singapore

Award Finalist  
 Category Posters - Non-Transit (Individual POS)  
 Title Splash  
 Client Mini Oreo  
 Agency Bates Singapore

Award Finalist  
 Category Posters - Non-Transit (Campaign POS)  
 Title Abuse  
 Client Energizer Singapore  
 Agency JWT Singapore

Award Finalist  
 Category Posters - Non-Transit (Campaign POS)  
 Title Prostitute, Hands, Fire, Bomb Blast  
 Client Singapore Pools  
 Agency McCann Erickson Singapore

Award Finalist  
 Category Posters - Non-Transit (Campaign POS)  
 Title Keep Them Entertained  
 Client Nickelodeon  
 Agency TBWA Singapore

Award Finalist  
 Category Posters - Non-Transit (Campaign POS)  
 Title Fragrance, Cooling, Refreshing  
 Client Wong Coco  
 Agency Kinetic Singapore

Award Finalist  
 Category Print Craft - Art Direction - Individual  
 Title Bubbles  
 Client Nickelodeon  
 Agency TBWA Singapore

Award Finalist  
 Category Print Craft - Art Direction - Campaign  
 Title Keep Them Entertained  
 Client Nickelodeon  
 Agency TBWA Singapore

Award Finalist  
 Category Print Craft - Photography & Image Manipulation - Campaign  
 Title Lung Cancer, Cervical Cancer, Oral Cancer  
 Client Health Promotion Board  
 Agency Foote Cone & Belding

Award Finalist  
 Category Print Craft - Illustration - Individual  
 Title File  
 Client MurMur Records  
 Agency 10AM Communications

Award Finalist  
 Category Print Craft - Illustration - Campaign  
 Title Fragrance, Cooling, Refreshing  
 Client Wong Coco  
 Agency Kinetic Singapore

Award Finalist  
Category Design - Literature & Editorial (Book Covers)  
Title WERK No. 10 Guerrillazine 1  
Client Colette  
Agency Work

Award Finalist  
Category Design - Literature & Editorial (Brochures)  
Title Coral Island  
Client Ho Bee Group  
Agency Kinetic Singapore

Award Finalist  
Category Design - Literature & Editorial (Catalogues & Magazines)  
Title The Plank Collection  
Client Air Division  
Agency Dezainwerkz

Award Finalist  
Category Design - Literature & Editorial (Annual Reports)  
Title It All Adds Up  
Client Civil Aviation Authority of Singapore  
Agency Epigram

Award Finalist  
Category Design - Literature & Editorial (DM)  
Title Fortune Teller Fish  
Client Republic of Singapore Navy  
Agency Saatchi & Saatchi Singapore

Award Finalist  
Category Design - Literature & Editorial (DM)  
Title Navy Page Turner  
Client Republic of Singapore Navy  
Agency Saatchi & Saatchi Singapore

Award Finalist  
Category Design - Literature & Editorial (DM)  
Title Parking Coupon  
Client Asia Pacific Breweries  
Agency Bates Singapore

Award Finalist  
Category Design - Literature & Editorial (DM)  
Title White Puzzle  
Client Red Bull  
Agency 10AM Communications

Award Finalist  
 Category Design - Literature & Editorial (Posters)  
 Title Egg  
 Client Hachi Tei  
 Agency Y&R Singapore

Award Finalist  
 Category Design - Literature & Editorial (Posters)  
 Title Crosses  
 Client St. Vincent De Paul  
 Agency Y&R Singapore

Award Finalist  
 Category Design - Literature & Editorial (Posters)  
 Title Search  
 Client St. Vincent De Paul  
 Agency Y&R Singapore

Award Finalist  
 Category Design - Literature & Editorial (Posters)  
 Title Uphill, Tight Corner, Overtaking, Wet Surface, Roundabout, Lane Switch  
 Client Audi Asia Pacific  
 Agency Bates Singapore

Award Finalist  
 Category Design - Literature & Editorial (Other items - calendars, greeting cards, invitations, menu, point of sale)  
 Title Asylum Shopping Bag  
 Client Asylum Creative  
 Agency Asylum Creative

Award Finalist  
 Category Design - Literature & Editorial (Other items - calendars, greeting cards, invitations, menu, point of sale)  
 Title Asylum CD Sampler  
 Client Asylum Creative  
 Agency Asylum Creative

Award Finalist  
 Category Design - Literature & Editorial (Other items - calendars, greeting cards, invitations, menu, point of sale)  
 Title Run Run Run Calendar  
 Client Nike  
 Agency Ogilvy & Mather Singapore

Award Finalist  
 Category Design - Literature & Editorial (Other items - calendars, greeting cards, invitations, menu, point of sale)  
 Title Sun-light (Coppertone sunblock)  
 Client Diethelm Singapore  
 Agency BBDO Singapore

Award Finalist  
 Category Design - Literature & Editorial (Self Promotional)  
 Title Qube Box  
 Client Qube  
 Agency Qube

Award Finalist  
 Category Design - Literature & Editorial (Self Promotional)  
 Title WERK No. 10 Guerrillazine 1  
 Client Colette  
 Agency Work

Award Finalist  
 Category Design - Literature & Editorial (Self Promotional)  
 Title My Favourite Basheerian  
 Client PigsCanFly Photography/Basheer Graphic Books  
 Agency H55

Award Finalist  
 Category Design - Packaging  
 Title Juicy Cubes  
 Client Wong Coco  
 Agency Kinetic Singapore

Award Finalist  
 Category Design - Packaging  
 Title Glustitch Packaging  
 Client Amsco Health Care Marketing  
 Agency Saatchi & Saatchi Singapore

Award Finalist  
 Category Design - Corporate Identity System  
 Title Copyright  
 Client Ella Cheong Spruson & Ferguson  
 Agency BBDO Singapore

Award Finalist  
 Category Design - Corporate Identity System  
 Title Juicy Cubes  
 Client Wong Coco  
 Agency Kinetic Singapore

Award Finalist  
 Category Design - Corporate Identity - Stationery Range  
 Title Miracle Creations  
 Client Miracle Creations  
 Agency Kinetic Singapore

Award Finalist  
 Category Design - Corporate Identity - Stationery Range  
 Title Magnifying Glass  
 Client Holms Private Investigators  
 Agency Kinetic Singapore

Award Finalist  
 Category Design - Corporate Identity - Logo  
 Title Butlers & Banquet Logo  
 Client Steven Hansen  
 Agency Asylum Creative

Award Finalist  
 Category Interactive - Banners - Individual  
 Title Zuji Sale - Darts  
 Client Zuji  
 Agency M&C Saatchi

Award Finalist  
 Category Interactive - Beyond The Banner - Individual  
 Title Merry Moto  
 Client Motorola  
 Agency Kinetic Singapore

Award Finalist  
 Category Interactive - Promotional Advertising - Individual  
 Title Sony DVD Handycam DCR-DVD 7/E Micro-site  
 Client Sony Electronics Asia Pacific  
 Agency Osmosis Interactive

Award Finalist  
 Category Interactive - Promotional Advertising - Individual  
 Title Lacklustre Lucy  
 Client Johnson & Johnson Vision Care  
 Agency McCann Erickson Singapore

Award Finalist  
 Category Interactive - Corporate Image, Business to Consumer - Individual  
 Title Berth - The Berth By The Cove  
 Client Ho Bee Group  
 Agency Kinetic Singapore

Award Finalist  
 Category Interactive - Corporate Image, Business to Consumer - Individual  
 Title Life is about connections  
 Client Sony Electronics Asia Pacific  
 Agency Ace:Daytons Advertising

Award Finalist  
 Category Interactive - Corporate Image, Business to Consumer - Individual  
 Title Ministry of Sound Singapore  
 Client Ministry of Sound Singapore  
 Agency Kilo Studio

Award Finalist  
 Category Interactive - Corporate Image, Business to Business - Individual  
 Title Groovy Studio  
 Client Groovy  
 Agency Avantworks

Award Finalist  
 Category Interactive - Corporate Image, Business to Business - Individual  
 Title Filmworks Collective  
 Client Ben Wee  
 Agency Kinetic Singapore

Award Finalist  
 Category Interactive - Integrated Campaign  
 Title Zuji Sale  
 Client Zuji  
 Agency M&C Saatchi

Award Finalist  
 Category Interactive - Broadband - Individual  
 Title Filmworks Collective  
 Client Ben Wee  
 Agency Kinetic Singapore

Award Finalist  
 Category Interactive - Craft - Art Direction  
 Title We Love House  
 Client Zouk Management  
 Agency Kinetic Singapore

Award Finalist  
 Category Interactive - Craft - Art Direction  
 Title Life is about connections  
 Client Sony Electronics Asia Pacific  
 Agency Ace:Daytons Advertising

Award Finalist  
Category Interactive - Craft - Art Direction  
Title Nokia N91 Launch Animation Collection  
Client Nokia  
Agency The Upper Storey

Award Finalist  
Category Interactive - Craft - Art Direction  
Title Nokia Fashion Collection Inbox CD  
Client Nokia  
Agency The Upper Storey

Award Finalist  
Category Interactive - Craft - Art Direction  
Title Levi's Square Cut  
Client Levis Strauss Asia Pacific Division  
Agency OgilvyOne Worldwide Singapore

Award Finalist  
Category Interactive - Craft - Illustration  
Title We Love House  
Client Zouk Management  
Agency Kinetic Singapore

Award Finalist  
Category Interactive - Craft - Soundtrack/Music/Effect  
Title Nokia N91 Launch Animation Collection  
Client Nokia  
Agency The Upper Storey

Award Finalist  
Category Interactive - Craft - Soundtrack/Music/Effect  
Title Nokia Fashion Collection Inbox CD  
Client Nokia  
Agency The Upper Storey

Award Finalist  
Category Interactive - Craft - Information Architecture  
Title M1 Corporate  
Client M1  
Agency Ace:Daytons Advertising

Award Finalist  
Category Interactive - Craft - Information Architecture  
Title Esplanade Website  
Client Esplanade  
Agency Blue Interactive Marketing

Award Finalist  
Category Interactive - Craft - Information Architecture  
Title Visa Apac Site  
Client Visa International Service Association  
Agency XM Asia Pacific

Award Finalist  
Category Interactive - Craft - Animation (2D and 3D)  
Title Nokia N91 Launch Animation Collection  
Client Nokia  
Agency The Upper Storey

Award Finalist  
Category Interactive - Craft - Programming  
Title Filmworks Collective  
Client Ben Wee  
Agency Kinetic Singapore

Award Finalist  
Category Interactive - Craft - Programming  
Title Heineken Innovators  
Client Heineken Singapore  
Agency Kinetic Singapore

Award Finalist  
Category Interactive - Craft - Programming  
Title The Ascott - The Greeting Card Centre  
Client The Ascott International  
Agency Kinetic Singapore

Award Finalist  
Category Interactive - Craft - Typography  
Title We Love House  
Client Zouk Management  
Agency Kinetic Singapore

Award Finalist  
Category Best Use of Media - Individual  
Title America at Your Feet  
Client United Airlines  
Agency Fallon Asia

## SPECIAL AWARDS

**Award** **Best New Copywriter**  
**Winner** Gayle Jill Lim  
**Agency** McCann Erickson Singapore  
**Title** 1) BIC Permanent Marker (TVC)  
2) Strip Waxing (TVC)  
3) Tefal Magazine Ad  
4) BOSE Ambient Stickers Campaign  
5) Shark Energy Drink Small Space Campaign  
6) Clearasil Ambient Campaign

**Award** **Best New Art Director**  
**Winner** Ang Sheng Jin  
**Agency** 10AM Communications  
**Title** 1) We're Moving  
2) Camera Phone  
3) Ozone  
4) Lost  
5) GameS  
6) Spine  
7) Dog-ear  
8) White Puzzle  
9) Pillar  
10) Scratch  
11) Superman