



2006 SMA Winners

Summary of Winners

Clear Channel Singapore	1 Winner
Initiative Singapore	2 Winner
MAXUS Communications	1 Winner
Mediaedge:cia	3 Winner
MindShare Singapore	3 Winner
OMD Singapore	2 Winner
Starcom Media Worldwide	1 Winner
Zenithmedia	1 Winner

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2006 SMA Winners

	Campaign Name	Client	Media Agency
Grand Prix	Coke Light - Love Light with "A Light Affair"	F&N Coca-Cola	Mediaedge:cia
Best Use of Television	Coke Light - Love Light with "A Light Affair"	F&N Coca-Cola	Mediaedge:cia
Best Use of Newspapers	Gillette World Cup "Kick"	Gillette Group (SEA) Pte Ltd	MindShare Singapore
Best Use of Magazines	Chicken Little	Buena Vista International	OMD Singapore Pte Ltd
Best Use of Outdoor	Shell Price Police at Work	Shell Eastern Petroleum Pte Ltd	MAXUS Communications Singapore
Best Use of Radio	DHL Pass The Parcel Promotion	DHL Singapore	Mediaedge:cia
Best Integrated Media Campaign	FIFA World Cup 2006	McDonald's Restaurants Pte Ltd	OMD Singapore Pte Ltd
Best Strategic Launch	Pantene Leave-On Hair Moisturizer: Anytime Anywhere	Procter & Gamble	Zenithmedia Pte Ltd
Best Use of Small Budget	Indonesia National Day	Western Union Financial Services	Starcom Media Worldwide
Best Experiential Marketing Campaign	Romancing The Rail with Samsonite	Samsonite	Initiative Singapore
	Name	Media Agency	
Media Person of the Year	Deepika Nikhilender	MindShare Singapore	
Young Media Person of The Year	James Tan	MindShare Singapore	
Media Sales Person of the Year	Jess Quek	Clear Channel Singapore	

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