

## THE SINGAPORE ADVERTISING HALL OF FAME 2009

### - WINNERS -

<b>INDIVIDUAL AWARD CATEGORIES</b>	
<b>AWARD</b>	<b>WINNER</b>
The Advertising Professional of the Year Award	Richard Tan – Director of Corporate Communications, MCYS
The Creative Director of the Year Award	Chris Chiu – Creative Director Leo Burnett
The Young Professional of the Year Award	Amy Tan – Manager ZenithOptimedia
The Woman Professional of the Year Award	Karen Ngui – MD & Head of Gp Strategic Marketing & Communication - DBS Bank
The Media Planner of the Year Award	Jacqui Lim – Director ZenithOptimedia
The Professional Photographer of the Year Award	Invy Ng – Photographer Shooting Gallery Campaign - "SuperModelMe.tv/Cargo 2010
The Most Promising New Media Creative in Asia Pacific	Quek Jing Cheng – Singapore

<b>COMPANY AWARD CATEGORIES</b>	
<b>AWARD</b>	<b>WINNER</b>
The Media Agency of the Year Award	OMD
The Advertiser of the Year Award	MCYS – "Beautifully Imperfect"
The Advertising Agency of the Year Award	DDB Worldwide

<b>CAMPAIGN AWARD CATEGORIES</b>	
<b>AWARD</b>	<b>WINNER</b>
The Campaign of the Year Award	Campaign Title: Zuji - "World on Sale – Fresh Deals Emporium" Client: Zuji Advertising Agency: Kinetic Singapore Media Agency: MindShare
The Magazine Campaign of the Year Award	Campaign Title: Nokia – "Nokia Comes with Music" Client: Nokia Media Agency: Mediacom Advertising Agency: JWT
The Most Effective Media Campaign of the Year Award	Campaign Title: MCYS – "Beautifully Imperfect" Client: MCYS Advertising Agency: Leo Burnett Media Agency: ZenithOptimedia
The Best International Media Plan of the Year Award	Campaign Title: Nokia – "Nokia EPL Sponsorship" Client: Nokia Agency: MediaCom
The Online Campaign of the Year Award	Campaign Title: pfingo – "Geeks Not Freaks" Client: pfingo Advertising Agency: DDB Worldwide Media Agency: ZenithOptimedia
The Cable TV Campaign of the Year Award	Campaign Title: OCBC – "It's Our Pleasure" Client: OCBC Advertising Agency: Y&R Media Agency: Carat Media
The Press Campaign of the Year Award	Campaign Title: NTUC Income – "Winning Market Share for NTUC Income" Client: NTUC Income Agency: BBH