



**THE 4AS LIMITED**

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## **Media Release**

July 30, 2018 Monday  
For immediate release

### **Singapore Media Awards (SMA) Announces 2018 Finalists**

Into its 14<sup>th</sup> year, Singapore Media Awards is still celebrating promising growth with new entrants. Several new categories were introduced – Best Use of Programmatic, Best Partnership (for a campaign) between a Media Owner and an Agency, Best Local Media Agency and a host of Specialist Awards to recognize media professionals who demonstrate passion and excellence in their work.

Once again, this year's entries were judged by a jury made up largely of clients and media owners. After more than five hours of judging, more than 80 finalists were unveiled.

Awards will be presented at an exciting and colourful dinner in line with this year's theme "Be The Extraordinary" to be held at Marina Bay Sands on August 29, 2018.

### **Finalists**

#### Best Use of Digital

I Am We  
#Closeup  
Sony Electronics Year End Promotion  
Defining A Customer First Approach  
WTA Finals 2017

#### Best Use of Mobile

Subway Buy One Get One 2017  
Sony Electronics MYP & YEP  
Building Blocks of Success  
Taking the Chat Out of the Bot



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Best Use of Search

Taking the Love of Learning to the Heartlands  
Sony Electronics Always On

Best Use of Newspaper

The Smoothest Ad  
Where Dreams Set Sail  
Pepsi – Refresh Your Imagination  
Samsung #S9After Dark  
KFC Hot Devil Drumlets – The Biggest Little Comeback

Best Use of Out-of-Home

Oreo Catch Me If You Can  
Knorr Salted Egg Vending Machine  
SK-II Change Destiny: Your Statement, Your Bottle  
Fizz Up With #CokeBreak5  
KFC Curry Crunch – For the Love of Curry

Best Use of Audio

McDonald's 麦当劳好时光 (Good Times at McDonald's)  
– Bringing Families Together Again  
The Unsung “Powerful” Umma (Mums)  
Fizz Up Your Playlist  
ACM, The HipStory of Joseon Korea

Best Use of Video

I Am We  
Times Have Changed  
Scam Alert Campaign  
Biore Bare Face Off



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Best Business to Business Campaign

Trendjacking in B2B

Best Experiential Marketing Campaign

Shell – Make the Future

Be The One Who Dares Hunt

Coca Cola Zero Sugar – Taste It To Believe It!

McDonald's Happy Connections Table

Oreo Catch Me If You Can

Best Integrated Media Campaign

Shell – Make the Future

Be The One Who Dares Hunt

McDonald's Minions Takeover

Escape From The Concrete Jungle

KFC Red Hot Sze Chuan – True You

Best Use of Budget

McDonald's 麦当劳好时光 (Good Times at McDonald's)

– Bringing Families Together Again

McDonald's Singapore Chocolate Pie

Kopi Run Singapore

ACM, The HipStory of Joseon Korea

Biore Bare Face Off

Best Millennial Campaign

Shell – Make the Future

Fizz Up With #CokeBreak5

Kopi Run Singapore

Biore Bare Face Off

Singtel Ready Set Roam



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### Best CSR Campaign

Share #YRReasonToRun

### Best Use of Data

Driving Performance with Viewability  
HP Connected Moments  
Coca—Cola Social E-Commerce Pilot  
Defining A Customer First Approach  
Escape From The Concrete Jungle

### Best Use of Content

Times Have Changed  
Dove Hair Tie Challenge  
#MyHairSoulSister  
Singtel Ready Set Roam  
KFC Hawaiian Double Down - #sorrynotsorry

### Best Use of Social Media

McDonald's Nasi Lemak Burger: Just For You, Singapore  
#GilletteSalutes  
Kopi Run Singapore  
Share #YRReasonToRun  
KFC Hot Devil Drumlets – The Biggest Little Comeback

### Most Innovative Use of Technology

Copilot – Human Intelligence Meets Machine Learning To Deliver  
Unrivalled Outcomes for KFC  
#Closeup  
The Learning Lab – Using AI to Build Data Singularity  
Taking The Chat Out Of The Bot



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Best Use of Programmatic

Starhub Google Wifi – Internetting for Audience Targeting

Delivering True Hospitality Through Programmatic

Powering The Learning Lab Through Data and Technology to Stay as Market Leader

Best Partnership (for a campaign) between a Media Owner and an Agency

McDonald's X SPH Chinese Media Group – Bringing Families Together Again

Fizz It Up with #CokeBreak5

Taking The Chat Out Of The Bot

Samsung #S9AfterDark

KFC Red Hot Sze Chuan – True You

Most Innovative Contribution to a Campaign By A Media Owner

Carlsberg Smooth

CokeBreak5

Restart A Heart

Jiak Ba Buay

Guntung Telemovie

We will be announcing the winners of the Brand Awards, NexGen, Specialist Awards and Top Awards at the SMA Gala Awards on August 29, 2018.

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