

Type of Award	Bronze
Category	Large Billboard
Title	HP Lightropolis
Client/Product	Hewlett-Packard Singapore/HP Workstations
Media	-
Agency	Zenith Optimedia/Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Art Director	Yeo Yenyen
Copywriter	Isaac Ho
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Digital Poster/Video
Title	HP Lightropolis
Client/Product	Hewlett-Packard Singapore/HP Workstations
Media	-
Agency	Zenith Optimedia/Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Art Director	Yeo Yenyen
Copywriter	Isaac Ho
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Bus Shelter (Campaign)
Title	Stop The Horror With Soap and Water
Client/Product	Health Promotion Board/H1N1
Media	Charmaine Deng (Director)/Renee Tan (Associate Director) Sim Choy Yeen (Manager)/Alice Lee (Senior Executive)
Agency	Mindshare Singapore/DDB Worldwide Pte Ltd
Creative Director	Terrence Tan
Art Director	Khoo Menghau
Copywriter	Sherwin Seah
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Train Carriage (Campaign)
Title	Stop The Horror With Soap and Water
Client/Product	Health Promotion Board/H1N1
Media	Charmaine Deng (Director)/Renee Tan (Associate Director) Sim Choy Yeen (Manager)/Alice Lee (Senior Executive)
Agency	Mindshare Singapore/DDB Worldwide Pte Ltd
Creative Director	Terrence Tan
Art Director	Khoo Menghau
Copywriter	Sherwin Seah
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Bus Back/Side Panels
Title	Decisions, decisions
Client/Product	Ministry of Education/Teacher recruitment
Media	-
Agency	Maxus Communications/UP BrandBuzz Pte Ltd
Creative Director	Eric Siow
Art Director	Max Chan
Copywriter	Anand A.V.
Photographer/Illustrator	Peter Bannan
Retoucher	Magic Cube Pte Ltd
Production Company	Lava Productions Singapore

Type of Award	Bronze
Category	Wholly-Painted Bus
Title	Decisions, decisions
Client/Product	Ministry of Education/Teacher recruitment
Media	-
Agency	Maxus Communications/UP BrandBuzz Pte Ltd
Creative Director	Eric Siow
Art Director	Max Chan
Copywriter	Anand A.V.
Photographer/Illustrator	Peter Bannan
Retoucher	Magic Cube Pte Ltd
Production Company	Lava Productions Singapore

Type of Award	Bronze
Category	Bus Interior
Title	Hop Onto The Future, Now
Client/Product	Hewlett-Packard Singapore/Computers
Media	-
Agency	PHD Singapore/Publicis
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Wholly-Painted Taxi
Title	Right Time, Right Moove
Client/Product	Festive Greetings
Media	-
Agency	Moove Media Pte Ltd
Creative Director	Jayne Kwek
Art Director	Nelson Low
Copywriter	Jayne Kwek/Nelson Low
Photographer/Illustrator	-
Retoucher	-
Production Company	Moove Media Pte Ltd

Type of Award	Bronze
Category	Wholly-Painted Taxi
Title	Caltex Diesel with Techron D Taxi
Client/Product	Chevron Singapore Pte. Ltd./Caltex Diesel with Techron D
Media	-
Agency	Mediaedge:cia/Y&R Singapore
Creative Director	Bruce Watt
Art Director	James Leong
Copywriter	Ang Kah Han
Photographer/Illustrator	A Thousand Words, Charles Chua
Retoucher	-
Production Company	Moove Media Pte Ltd

Type of Award	Bronze
Category	Ambient/Guerilla (Single item or event)
Title	Flashpoint
Client/Product	NBC Universal/TV Series
Media	-
Agency	AGOP
Creative Director	Angelina Weng
Art Director	Watson Lee
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	A Group Of People (AGOP)

Type of Award	Bronze
Category	Ambient/Guerilla (Single item or event)
Title	ARTvertising
Client/Product	Living in Style, Annix Group/High society product
Media	-
Agency	Rock Nano Private Limited
Creative Director	Douglas Goh
Art Director	Chonglai
Copywriter	-
Photographer/Illustrator	Douglas Goh/Chonglai
Retoucher	Douglas Goh/Chonglai
Production Company	Sharen Wong

Type of Award	Bronze
Category	Ambient/Guerilla (Campaign)
Title	Would You Stop To Help
Client/Product	MCYS/Public Awareness Campaign - Family Violence
Media	-
Agency	OG8 ASIA/AGOP/HWCA
Creative Director	Marq Wong
Art Director	Hill Tan
Copywriter	Siong Chung Hua
Photographer/Illustrator	-
Retoucher	-
Production Company	A Group Of People (AGOP)

Type of Award	Silver
Category	Point of Purchase (POP): Showcard or poster
Title	Directory
Client/Product	The Architecture Society/Architectural Organization
Media	-
Agency	Leo Burnett/Arc Worldwide Singapore
Creative Director	Chris Chiu (ECD)/Alex Lim Thye Aun (CD)
Art Director	Alex Lim Thye Aun/Tang Kee Hong
Copywriter	Chris Chiu/Alex Lim Thye Aun
Photographer/Illustrator	Tang Kee Hong/Michelle Chow/Anthea Lin
Retoucher	Tang Kee Hong
Production Company	-

Type of Award	Bronze
Category	Free Postcards (Campaign) (Sponsored by ZoMedia Pte Ltd)
Title	BUILT FOR ADVENTURE - GODZILLA/ROBOT/SPIDER
Client/Product	CANON SINGAPORE PTE LTD/POWERSHOT D10
Media	-
Agency	DENTSU SINGAPORE PTE LTD
Creative Director	TONY RAY PEREIRA
Art Director	KARINE TAN/ONG BENG WEE/LOUIS ANG
Copywriter	JASON GOH/TONY RAY PEREIRA
Photographer/Illustrator	-
Retoucher	SIMON NG
Production Company	RED DEVIL MEDIA PTE LTD

Type of Award	Silver
Category	Free Postcards (Campaign) (Sponsored by ZoMedia Pte Ltd)
Title	SPCA Adoption
Client/Product	Starcom Media Worldwide/Awareness on adoption at SPCA
Media	-
Agency	Starcom Media Worldwide/Saatchi & Saatchi
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	MADE in Singapore

Type of Award	Bronze
Category	Mobile Phone Campaign
Title	Zap for Happiness
Client/Product	Coca-Cola/Coke, Coke Zero, Sprite
Media	-
Agency	ColorZip Sea Pte Ltd/Creative Avenue
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Exhibition Stand Design (Above 54sqm)
Title	Sembcorp at Singapore International Water Week 2008
Client/Product	Sembcorp
Media	-
Agency	-
Creative Director	Brett Cameron
Art Director	Yenty Rahardjo Apandi (Designer)
Copywriter	-
Photographer/Illustrator	Marcus De Photography
Retoucher	-
Production Company	Kingsmen Exhibits Pte Ltd

Type of Award	Special Award
Category	Most Effective Outdoor Media Plan (Sponsored by SMRT Media)
Title	Stop The Horror With Soap and Water
Client/Product	Health Promotion Board/H1N1
Media	Charmaine Deng (Director)/Renee Tan (Associate Director) Sim Choy Yeen (Manager)/Alice Lee (Senior Executive)
Agency	Mindshare Singapore/DDB Worldwide Pte Ltd
Creative Director	Terrence Tan
Art Director	Khoo Menghau
Copywriter	Sherwin Seah
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Special Award
Category	Most Innovative Outdoor Idea (Sponsored by SMRT Media)
Title	Caltex 'Clean' Wall Mural
Client/Product	Chevron International Pte. Ltd./Energy
Media	-
Agency	Mediaedge:cia, Global Solutions/Y&R Singapore
Creative Director	Bruce Watt
Art Director	Marc Leong
Copywriter	Lenny Goonting
Photographer/Illustrator	Marc Leong
Retoucher	-
Production Company	4032 Singapore

Type of Award	Special Award
Category	Best New Outdoor Media (Sponsored by SMRT Media)
Title	ADME & Wish Singapore
Client/Product	National Day Committee/Interactive Outdoor Media
Media	-
Agency	PGK Media Pte Ltd
Creative Director	-
Art Director	-.
Copywriter	-.
Photographer/Illustrator	-
Retoucher	-
Production Company	PGK Media Pte Ltd

Type of Award	Special Award
Category	Gem Award
Title	CHOPE
Client/Product	Zuji/Online Travel Agent
Media	-
Agency	Vibes Communications
Creative Director	Jeffrey Wong
Art Director	Johari Jaffar
Copywriter	Firrdaus
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Special Award
Category	ZoCard Consumer's Choice (Sponsored by ZoMedia Pte Ltd)
Title	Audible Hearts Die-Cut
Client/Product	Health Promotion Board
Media	-
Agency	Ogilvy & Mather Singapore
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-