



ASIA
INTERACTIVE
AWARDS
2009

Type of Award	Silver
Category	Best Out-of-Banner Ad (Interstitials or expandable etc)
Client	Universal Peace Federation Malaysia (Power of 10 sen)
Product/Service	Charity
Agency	Creative Juice-Sil Sdn Bhd
Creative Director	Sa'ad Hussein, Joseph Anthony
Designer	Car9, Foo Jia Shin
Typographer	-
Copywriter	Joshua Lim
Photographer/Illustrator	Raymond Sih
Animator	Zeke Chan
Composer/Audio Specialist	-
Programmer	Zeke Chan

Type of Award	Bronze
Category	Best Out-of-Banner Ad (Interstitials or expandable etc)
Client	WWF
Product/Service	WWF
Agency	Ogilvy Beijing
Creative Director	Doug Schiff
Designer	Geng Chao
Typographer	Producer: Luan Heming/Toyoya Li
Copywriter	Doug Schiff/Hu Yajun
Photographer/Illustrator	-
Animator	Ryan Liu
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Bronze
Category	Best EDM/Newsletter
Client	G2000 Apparel Pte Ltd
Product/Service	G2000
Agency	Tribal DDB Singapore
Creative Director	Jeff Cheong
Designer	-
Typographer	-
Copywriter	Christopher Lim
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	C3 Interactive

Type of Award	Bronze
Category	Best EDM/Newsletter
Client	Toyota Malaysia
Product/Service	Hybrid car
Agency	-
Creative Director	Chin Weng Keong
Designer	Brian Leong/Nor Hanani Nordin
Typographer	-
Copywriter	Kuah Joo Khai
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Faris Tajudin



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Type of Award	Silver
Category	Best EDM/Newsletter
Client	Singapore Telecommunications Limited
Product/Service	mio TV US TV Pack
Agency	Interruptive Communications Pte Ltd
Creative Director	Interruptive Communications Pte Ltd
Designer	Alvin Ng
Typographer	-
Copywriter	Kevin Suryadi
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	JR Ignacio

Type of Award	Bronze
Category	Best B2B Marketing Campaign
Client	Yolk Singapore
Product/Service	Christmas eCard 2008
Agency	Yolk Singapore
Creative Director	Low Jun Jek/Kelveen Soh
Designer	Michelle Tan
Typographer	Michelle Tan
Copywriter	Low Jun Jek
Photographer/Illustrator	Kai Ng/Aki Teoh Leng Sim
Animator	Santhakumar K.
Composer/Audio Specialist	Budak Pantai
Programmer	Santhakumar K./Hery Setianto/Eugene Teo



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Type of Award	Silver
Category	Best B2B Marketing Campaign
Client	Yolk Singapore
Product/Service	B2B Ad + Landing Page
Agency	Yolk Singapore
Creative Director	Low Jun Jek
Designer	Shante Lee/Michelle Tan
Typographer	Shante Lee/Michelle Tan
Copywriter	Low Jun Jek
Photographer/Illustrator	Aki Teoh Leng Sim
Animator	Mervin Ng Man Meng
Composer/Audio Specialist	-
Programmer	Mervin Ng Man Meng

Type of Award	Bronze
Category	Best Online Advertisement
Client	SPCA
Product/Service	Neuter or Spay your dog
Agency	Grey Group Kuala Lumpur
Creative Director	David Sin
Designer	Phoecus Lee/David Sin (Art Director)
Typographer	-
Copywriter	Charlene Ong/Collin Yeoh
Photographer/Illustrator	PRS Productions
Animator	-
Composer/Audio Specialist	Two AM
Programmer	-



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Type of Award	Bronze
Category	Best Online Campaign (Sponsored by rednano.sg)
Client	Hewlett-Packard
Product/Service	Corporate Social Responsibility
Agency	Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Designer	Alan Leong/Celeste Ang/Ivan Yeh/Belinda Lu
Typographer	-
Copywriter	Lynn Chiam/Isaac Ho
Photographer/Illustrator	-
Animator	Lights & Shadow
Composer/Audio Specialist	-
Programmer	Nicholas Ng/Loo Choongee/Pixelage

Type of Award	Bronze
Category	Best Online Campaign (Sponsored by rednano.sg)
Client	Procter & Gamble
Product/Service	Metamucil Fibresure
Agency	Publicis Modem Singapore
Creative Director	Calvin Soh/Kitti Chaiyaporn/Andy Soong, Raymond Quah
Designer	Ivan Loh/Wang Yu Hui
Typographer	Ivan Loh/Wang Yu Hui
Copywriter	Calvin Soh/Andy Soong/Kitti Chaiyaporn/Chalit Manuyakorn/Jet Aw/Lisa Ng/Levin Teh
Photographer/Illustrator	-
Animator	Ivan Loh/Wang Yu Hui
Composer/Audio Specialist	Wild At Heart
Programmer	Lee Yee Tien



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Type of Award	Bronze
Category	Best Online Campaign (Sponsored by rednano.sg)
Client	Yahoo Philippines
Product/Service	Yahoo Purple Hunt
Agency	Ogilvy Singapore
Creative Director	Mark Taylor/Mike Sutcliffe
Designer	Xavier Teo/Jared Kang
Typographer	-
Copywriter	Jeremy Chia
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Edward Moore

Type of Award	Silver
Category	Best Online Campaign (Sponsored by rednano.sg)
Client	VisitBritain
Product/Service	Visit The Other Britain
Agency	Ogilvy Singapore
Creative Director	Todd McCracken/Paul Anderson/Melvyn Lim
Designer	SanSan Yap/Xander Lee/Eva Xu/Daniel Foo
Typographer	-
Copywriter	Ross Fowler/Greg Rawson
Photographer/Illustrator	Mom3ntum
Animator	Mom3ntum
Composer/Audio Specialist	Xander Lee
Programmer	Edward Moore/Danny Murong/Heng Yuan Kwan



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Type of Award	Bronze
Category	Typography
Client	Eddie Goh
Product/Service	Sculpture Artist
Agency	Lee Huei Yaw
Creative Director	Lee Huei Yaw
Designer	Lee Huei Yaw
Typographer	Lee Huei Yaw
Copywriter	Spadea Ho
Photographer/Illustrator	Lee Huei Yaw/Eddie Goh
Animator	Lee Huei Yaw
Composer/Audio Specialist	Lee Huei Yaw
Programmer	Lee Huei Yaw

Type of Award	Bronze
Category	Copywriting
Client	VisitBritain
Product/Service	Visit The Other Britain
Agency	Ogilvy Singapore
Creative Director	Todd McCracken/Paul Anderson/Melvyn Lim
Designer	SanSan Yap/Xander Lee/Eva Xu/Daniel Foo
Typographer	-
Copywriter	Ross Fowler/Greg Rawson
Photographer/Illustrator	Mom3ntum
Animator	Mom3ntum
Composer/Audio Specialist	Xander Lee
Programmer	Edward Moore/Danny Murong/Heng Yuan Kwan



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Type of Award	Bronze
Category	Copywriting
Client	Oxford Fajar Sdn Bhd
Product/Service	The Oxford Dictionary
Agency	Y&R Singapore
Creative Director	Rowan Chanen
Designer	-
Typographer	Kirsten Ackland
Copywriter	Rupert England/Kirsten Ackland/Edward Ong/Rowan Chanen/Tom Ormes
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-

Type of Award	Bronze
Category	Illustration
Client	Budak Pantai
Product/Service	Singapore a cappella performers
Agency	Yolk Singapore
Creative Director	Low Jun Jek
Designer	Henry Soon/Mervin Ng Man Meng/Michelle Tan
Typographer	Henry Soon/Michelle Tan
Copywriter	Budak Pantai
Photographer/Illustrator	Aki Teoh Leng Sim/Henry Soon
Animator	Aki Teoh Leng Sim/Mervin Ng Man Meng
Composer/Audio Specialist	Budak Pantai
Programmer	Mervin Ng Man Meng



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Type of Award	Bronze
Category	Illustration
Client	Turnout Ventures and Turner Entertainment Network Asia Inc. (Interactive)
Product/Service	Tuzki website
Agency	OgilvyOne Worldwide, Hong Kong
Creative Director	-
Designer	-
Typographer	-
Copywriter	-
Photographer/Illustrator	Momo Wang
Animator	Momo Wang
Composer/Audio Specialist	Rudy Chan
Programmer	-

Type of Award	Bronze
Category	Visual Design
Client	PJ College of Art and Design
Product/Service	Design college
Agency	-
Creative Director	Chin Weng Keong
Designer	Wong Hean Meng/Look Chee Heng
Typographer	-
Copywriter	Justine Lee
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Leong Teik Fei



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Type of Award	Silver
Category	Visual Design
Client	Canon
Product/Service	Canon
Agency	Ogilvy Beijing
Creative Director	Doug Schiff
Designer	Wang Fei/Teonghoe Teng/Stopnow Liu
Typographer	Producer: Luan Heming
Copywriter	Doug Schiff/Zhang Bozhan
Photographer/Illustrator	-
Animator	Ryan Liu
Composer/Audio Specialist	-
Programmer	Production: Henrik Karlsson/Sonja Lakner/Therese Larsson/Thom Vaughan/Kim Eriksson/David Sjolán

Type of Award	Gold
Category	Visual Design
Client	TOKYU HANDS
Product/Service	MUSHI BATTLE PROJECT
Agency	McCann Erickson Japan Inc.
Creative Director	Masao Miyashita/Isamu Nakamura
Designer	Mikito Nunome/Mio Kawashima/Yuki Sakurai
Typographer	-
Copywriter	Isamu Nakamura
Photographer/Illustrator	Daisuke Sugita (web)
Animator	-
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Bronze
Category	Animation
Client	Eddie Goh
Product/Service	Sculpture Artist
Agency	Lee Huei Yaw
Creative Director	Lee Huei Yaw
Designer	Lee Huei Yaw
Typographer	Lee Huei Yaw
Copywriter	Spadea Ho
Photographer/Illustrator	Lee Huei Yaw/Eddie Goh
Animator	Lee Huei Yaw
Composer/Audio Specialist	Lee Huei Yaw
Programmer	Lee Huei Yaw

Type of Award	Gold
Category	Animation
Client	Nike Japan
Product/Service	NIKEiD
Agency	beacon communications k.k.
Creative Director	Yasushi Arikawa/Shunsuke Kakinami (Planner)/ Masayoshi Kato (Producer)
Designer	Keisuke Anamoto (website)/Mutsuko Kajitani (moshion)
Typographer	-
Copywriter	-
Photographer/Illustrator	Atsuko Fukushima
Animator	Satoshi Maruyama/Yu Sato
Composer/Audio Specialist	Taeko Yatabe
Programmer	Ken'ichi Iida



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Type of Award	Bronze
Category	Video or Moving Image
Client	Michelin
Product/Service	Michelin Green X Tyres
Agency	TBWA\Tequila Singapore
Creative Director	Rupert Hancock
Designer	Danny Teo/KC Tan
Typographer	-
Copywriter	Nicholas Cocks
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Tony Chew/Ben Williams

Type of Award	Bronze
Category	Video or Moving Image
Client	SingTel
Product/Service	SingTel Stadium
Agency	Ogilvy Singapore
Creative Director	Peter Moss/Melvyn Lim
Designer	Xander Lee
Typographer	-
Copywriter	Jeremy Chia/Khairil Misnal
Photographer/Illustrator	-
Animator	Lights & Shadows
Composer/Audio Specialist	Home Studio
Programmer	Kwan Heng Yuan/Danny Murong/Edward Moore/TV Raju



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Type of Award	Bronze
Category	Ease of Navigation
Client	Asiaone.com
Product/Service	Relax, Asiaone
Agency	Singapore Press Holdings
Creative Director	-
Designer	-
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-

Type of Award	Silver
Category	Best Digital Games Trailers
Client	Turnout Ventures and Turner Entertainment Network Asia Inc. (Interactive)
Product/Service	Ben 10 MMOG
Agency	Dream Cortex
Creative Director	Philip Lau
Designer	Chun Keung Mak
Typographer	-
Copywriter	Sai Cheng, Simon Marriott
Photographer/Illustrator	Yan Miu
Animator	Carol Lee, Ming Him Chan, Teresa Lee, Yin Pong Chan, Wang Kit Wong
Composer/Audio Specialist	Greg Chun, Alan Wong
Programmer	-



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Type of Award	Bronze
Category	Best Online Games
Client	Doodolls Shn Bhd
Product/Service	Plushes/apparel/fashion items
Agency	XM-Malaysia
Creative Director	Stuart Godwin/George Tan
Designer	Ng Wei Ling/Darren Chen/Teo Chee Sian/Chew pei Lyn/Nat Gabriel/XM Studio/Doodolls studio
Typographer	Darren Chen/XM Studio
Copywriter	Stuart Godwin/Darren Chen/Ong Han Vi/Chew Kai Xin/Rashid
Photographer/Illustrator	Darren Chen/Chew Pei Lyn/Ng Wei Ling/Teo Chee Sian
Animator	Nathanael Gabriel/Chew Pei Lyn/Ng Wei Ling
Composer/Audio Specialist	-
Programmer	Nat Gabriel

Type of Award	Bronze
Category	Best Mobile Games/Applications
Client	Turnout Ventures and Turner Entertainment Network Asia Inc. (Interactive)
Product/Service	TuzkiSnap
Agency	-
Creative Director	-
Designer	-
Typographer	-
Copywriter	-
Photographer/Illustrator	Momo Wang
Animator	-
Composer/Audio Specialist	-
Programmer	DreamCortex



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Type of Award	Silver
Category	Best Mobile Games/Applications
Client	Nike
Product/Service	Nike Trackball
Agency	Ogilvy Singapore
Creative Director	Peter Moss, Melyvn Lim
Designer	Make Studios, Xander Lee
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	Xhin
Programmer	Make Studios

Type of Award	Bronze
Category	Best Campaign (Sponsored by rednano.sg)
Client	adidas Malaysia
Product/Service	adidas, 60 years of Soles & Stripes Campaign
Agency	MediaCliQ Sdn Bhd
Creative Director	-
Designer	Tan Chee Weng/Benjamin Ng/Kenneth Wong/Lim Jee Han
Typographer	-
Copywriter	Jeremy Chiew
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Kenny Leong/Hilde Wong



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Type of Award	Bronze
Category	Best Campaign (Sponsored by rednano.sg)
Client	CLARINSMEN
Product/Service	Skin care products for male
Agency	Gravitas Limited
Creative Director	Ricky Chu
Designer	Keith Lee
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Gary Chu

Type of Award	Bronze
Category	Most Creative use of Mobile Medium
Client	The Straits Times
Product/Service	Razor TV iphone application
Agency	Singapore Press Holdings
Creative Director	-
Designer	-
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Bronze
Category	Most Creative use of Mobile Medium
Client	SPH Search Pte Ltd
Product/Service	Rednano LOCATE
Agency	In-House
Creative Director	In-House
Designer	In-House
Typographer	In-House
Copywriter	In-House
Photographer/Illustrator	In-House
Animator	In-House
Composer/Audio Specialist	In-House
Programmer	In-House

Type of Award	Silver
Category	Most Creative use of Mobile Medium
Client	Procter & Gamble
Product/Service	SK-II
Agency	Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Designer	Yeo Yenyen
Typographer	-
Copywriter	Lynn Chiam
Photographer/Illustrator	Emoxis
Animator	Emoxis
Composer/Audio Specialist	Gunnery
Programmer	SIA Interactive



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Type of Award	Bronze
Category	Best SMS/MMS Campaign
Client	Twentieth Century Fox
Product/Service	Entertainment
Agency	Carat Interactive
Creative Director	-
Designer	Bram Lim
Typographer	-
Copywriter	Justin Murugaya
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-

Type of Award	Bronze
Category	Best Social Media Campaign (Flickr, You Tube, Twiter, Facebook)
Client	Guinness Anchor Berhad
Product/Service	Guinness Draught
Agency	Ogilvy Malaysia
Creative Director	Selina Ang
Designer	Martin Ng, Soh Kian Teck, Teo Choong Ching
Typographer	-
Copywriter	Sara Samantha Tan
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Amphibia Digital



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Type of Award	Bronze
Category	Best Social Media Campaign (Flickr, You Tube, Twiter, Facebook)
Client	Fisherman's Friend
Product/Service	Cough mints
Agency	-
Creative Director	Chin Weng Keong
Designer	Brian Leong, Hatim Azizan
Typographer	-
Copywriter	Justine Lee
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Tay Wee Hiong

Type of Award	Bronze
Category	Best Social Media Campaign (Flickr, You Tube, Twiter, Facebook)
Client	Intel/Dell
Product/Service	Computers
Agency	OMD/The Upper Storey
Creative Director	David Yu
Designer	Melissa Kwee
Typographer	-
Copywriter	Edwin Leong, Valerie Cai
Photographer/Illustrator	-
Animator	Pearl Chye
Composer/Audio Specialist	-
Programmer	Aleksander Gvozden, Fauzi Rachman



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Type of Award	Silver
Category	Best Social Media Campaign (Flickr, You Tube, Twiter, Facebook)
Client	Hewlett-Packard
Product/Service	Corporate Social Responsibility
Agency	Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Designer	Alan Leong, Celeste Ang, Ivan Yeh, Belinda Lu
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	Lights & Shadow
Composer/Audio Specialist	-
Programmer	Nicholas Ng, Loo Choongee, Pixelage

Type of Award	Gold
Category	Best Social Media Campaign (Flickr, You Tube, Twiter, Facebook)
Client	Yahoo Philippines
Product/Service	Yahoo Purple Hunt
Agency	- Ogilvy Singapore
Creative Director	Mark Taylor, Mike Sutcliffe
Designer	Xavier Teo, Jared Kang
Typographer	-
Copywriter	Jeremy Chia
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Edward Moore



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Type of Award	Bronze
Category	Best Blog covering Advertising, Marketing or Media Subjects
Client	Intel Technology Asia Pte Ltd
Product/Service	Intel 'Core' 2 Solo
Agency	Ogilvy Singapore
Creative Director	Pat Law, Tania Chew
Designer	Kun, Make Studios
Typographer	-
Copywriter	Niki Torres
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	Munkysuperstar Pictures
Programmer	-

Type of Award	Silver
Category	S02. Best Blog covering Advertising, Marketing or
Client	The Straits Times
Product/Service	Star Blog, STOMP
Agency	Singapore Press Holdings
Creative Director	-
Designer	-
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Bronze
Category	Best Viral Marketing Campaign
Client	Grey Group
Product/Service	Eye On Asia Consumer Study
Agency	Grey Group Kuala Lumpur
Creative Director	David Sin
Designer	David Sin/Jonathan Lim (Art Director)
Typographer	-
Copywriter	Charlene Ong/Sunny Ng/Ng Bee Nee
Photographer/Illustrator	Annie Tan (VHQ)
Animator	-
Composer/Audio Specialist	Two AM
Programmer	Lukman Hussein/Janice Hoh

Type of Award	Bronze
Category	Best Viral Marketing Campaign
Client	Digi Telecommunications
Product/Service	Happy Prepaid
Agency	Grey Group Kuala Lumpur
Creative Director	David Sin
Designer	Jonathan Lim
Typographer	Jonathan Lim
Copywriter	Suryadipura Salleh/Tan Jit Seng
Photographer/Illustrator	Vince Low
Animator	Lukman Hussein
Composer/Audio Specialist	-
Programmer	Lukman Hussein



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Type of Award	Silver
Category	Best Viral Marketing Campaign
Client	Stelux
Product/Service	Ellesse watch
Agency	Bates141
Creative Director	Adams Chow, Terry Tsang
Designer	Mike Ho
Typographer	-
Copywriter	Jeff Tsang
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-

Type of Award	Gold
Category	Best Viral Marketing Campaign
Client	BBH Asia Pac
Product/Service	iSaw
Agency	BBH Asia Pac
Creative Director	Steve Elrick, Peter Callaghan, Shawn Loo, Noel Yeo
Designer	Jeff Mendoza, Joseph Tay
Typographer	-
Copywriter	Peter Callaghan, Noel Yeo
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Bronze
Category	Most Outrageous / Humorous Online Ad or Campaign
Client	Intel
Product/Service	Microprocessors
Agency	OMD The Upper Storey
Creative Director	David Yu
Designer	David Yu
Typographer	--
Copywriter	Edwin Leong
Photographer/Illustrator	--
Animator	--
Composer/Audio Specialist	--
Programmer	Aleksander Gvozden, Fauzi Rachman

Type of Award	Bronze
Category	Most Outrageous / Humorous Online Ad or Campaign
Client	Association of Accredited Advertising Agencies Singapore (4As)
Product/Service	Crowbar Awards Call-for-Entries
Agency	Euro RSCG Singapore
Creative Director	Victor Ng
Designer	Jon Loke, Robert Upton, Brian Leong
Typographer	-
Copywriter	Victor Ng
Photographer/Illustrator	Siah / Lay Leng
Animator	-
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Silver
Category	Most Outrageous / Humorous Online Ad or Campaign
Client	VisitBritain
Product/Service	Visit The Other Britain
Agency	Ogilvy Singapore
Creative Director	Todd McCracken, Paul Anderson, Melvyn Lim
Designer	SanSan Yap, Xander Lee, Eva Xu, Daniel Foo
Typographer	-
Copywriter	Ross Fowler, Greg Rawson
Photographer/Illustrator	Mom3ntum
Animator	Mom3ntum
Composer/Audio Specialist	Xander Lee
Programmer	Edward Moore, Danny Murong, Heng Yuan Kwan

Type of Award	Bronze
Category	Top Online Performance Marketing
Client	Uniqlo (Singapore) Pte Ltd
Product/Service	Uniqlo
Agency	Tribal DDB Singapore
Creative Director	Jeff Cheong
Designer	Meifen Chen, Alfred Lim
Typographer	-
Copywriter	Christopher Lim
Photographer/Illustrator	-
Animator	Miracle Factory
Composer/Audio Specialist	-
Programmer	Ciaran Lyons, CheeSheng Ng



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Type of Award	Bronze
Category	Top Online Performance Marketing
Client	McDonald's (China) Co Ltd.
Product/Service	Fast Food
Agency	TBWA\AGENCY.COM
Creative Director	Lincoln Damen
Designer	Hank Huang, Bill Wei
Typographer	-
Copywriter	Sharon Xu
Photographer/Illustrator	-
Animator	Michael Zhang
Composer/Audio Specialist	-
Programmer	Eric Guo

Type of Award	Silver
Category	Top Online Performance Marketing
Client	Yahoo Philippines
Product/Service	Yahoo Purple Hunt
Agency	Ogilvy Singapore
Creative Director	Mark Taylor, Mike Sutcliffe
Designer	Xavier Teo, Jared Kang
Typographer	-
Copywriter	Jeremy Chia
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Edward Moore



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Type of Award	Bronze
Category	Best Breakthrough Site (Sponsored by rednano.sg)
Client	Intel
Product/Service	Microprocessors
Agency	OMD/The Upper Storey
Creative Director	David Yu
Designer	David Yu
Typographer	-
Copywriter	Edwin Leong
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Aleksander Gvozden, Fauzi Rachman

Type of Award	Bronze
Category	Best Breakthrough Site (Sponsored by rednano.sg)
Client	Hewlett-Packard
Product/Service	Corporate Social Responsibility
Agency	Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Designer	Alan Leong/Celeste Ang/Ivan Yeh/Belinda Lu
Typographer	-
Copywriter	Lynn Chiam/Isaac Ho
Photographer/Illustrator	-
Animator	Lights & Shadow
Composer/Audio Specialist	-
Programmer	Nicholas Ng/Loo Choongee/Pixelage



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Type of Award	Gold
Category	Best Breakthrough Site (Sponsored by rednano.sg)
Client	Nike Japan
Product/Service	ID Studio
Agency	beacon communications k.k.
Creative Director	Hideki Watanabe/Shunsuke Kakinami (Planner)/ Kazz Ishihara (ACD)/Seiichiro Saito (Interactive CD)
Designer	Yasuo Matsubara (SAD)/Daisuke Suzuki (SAD)
Typographer	-
Copywriter	Shuhei Tsuji
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Daito Manabe

Type of Award	Bronze
Category	Best Breakthrough Ad
Client	P&G Japan
Product/Service	Vidal Sassoon/FMVS 360 Snap
Agency	beacon communications k.k.
Creative Director	Hidekazu Sato/Yasushi Arikawa (Planner)
Designer	Katsuhiro Shimizu (AD)
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Shuichi Hirata



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Type of Award	Gold
Category	Best Breakthrough Ad
Client	Nike Japan
Product/Service	ID Studio
Agency	beacon communications k.k.
Creative Director	Hideki Watanabe/Shunsuke Kakinami (Planner)/ Kazz Ishihara (ACD)/Seiichiro Saito (Interactive CD)
Designer	Yasuo Matsubara (SAD)/Daisuke Suzuki (SAD)
Typographer	-
Copywriter	Shuhei Tsuji
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Daito Manabe

Type of Award	Silver
Category	Interactive by a Student
Client	-
Product/Service	-
Agency	- -
Creative Director	-
Designer	Rayz Ong Zhi Wei
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	Rayz Ong Zhi Wei
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Bronze
Category	Banks/Finance/Insurance
Client	HSBC Asset Management
Product/Service	assetmanagement
Agency	-
Creative Director	Raphael Chen /YK Su
Designer	Sissi Huang/Dorthan Pan
Typographer	-
Copywriter	Winona Sung/Jossie Wei
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	David Wang

Type of Award	Bronze
Category	Food/Beverage
Client	Kraft Malaysia
Product/Service	Food
Agency	GroupM Interaction Malaysia
Creative Director	Kerry Khoo, Lee See Yin
Designer	Alan Liew
Typographer	Alan Liew
Copywriter	Kerry Khoo
Photographer/Illustrator	-
Animator	Alan Liew
Composer/Audio Specialist	-
Programmer	Sonny Soh, Chris Tan



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Type of Award	Bronze
Category	Food/Beverage
Client	Kraft Malaysia
Product/Service	Snacks - FMCG
Agency	GroupM Interaction Malaysia
Creative Director	Kerry Khoo, Lee See Yin
Designer	Tan Kok Huat, Yap Fui Lon, Alan Liew
Typographer	-
Copywriter	Kerry Khoo
Photographer/Illustrator	-
Animator	Tan Kok Huat, Yap Fui Lon, Alan Liew
Composer/Audio Specialist	-
Programmer	Sonny Soh, Chris Tan

Type of Award	Bronze
Category	Computers/Copiers/Printers
Client	Lenovo
Product/Service	Lenovo
Agency	Ogilvy Beijing
Creative Director	Doug Schiff, Yang Yanyan
Designer	Jimmy Wang
Typographer	-
Copywriter	Li Wenjun, Tang Huaiyu
Photographer/Illustrator	-
Animator	Ryan Liu
Composer/Audio Specialist	-
Programmer	Producer: Zhang Haitao, Luan Heming, Chen Yanjun



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INTERACTIVE
AWARDS
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Type of Award	Bronze
Category	Computers/Copiers/Printers
Client	Hewlett-Packard Singapore
Product/Service	HP Workstation
Agency	Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Designer	Yeo Yenyen, Celeste Ang, Ivan Yeh
Typographer	-
Copywriter	Isaac Ho
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Nicholas Ng, Sheryl Chan, Loo Choongee

Type of Award	Bronze
Category	Government/Education Institutions
Client	PJ College of Art and Design
Product/Service	Design college
Agency	-
Creative Director	Chin Weng Keong
Designer	Wong Hean Meng, Look Chee Heng
Typographer	-
Copywriter	Justine Lee
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Leong Teik Fei



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AWARDS
2009

Type of Award	Bronze
Category	Telecommunications
Client	SingTel
Product/Service	SingTel Stadium
Agency	Ogilvy Singapore
Creative Director	Peter Moss, Melvyn Lim
Designer	Xander Lee
Typographer	-
Copywriter	Jeremy Chia, Khairil Misnal
Photographer/Illustrator	-
Animator	Lights & Shadows
Composer/Audio Specialist	Home Studio
Programmer	Kwan Heng Yuan, Danny Murong, Edward Moore, TV Raju

Type of Award	Bronze
Category	Telecommunications
Client	Digi Telecommunications
Product/Service	Happy Prepaid
Agency	Grey Group Kuala Lumpur
Creative Director	David Sin
Designer	Jonathan Lim
Typographer	Jonathan Lim
Copywriter	Suryadipura Salleh/Tan Jit Seng
Photographer/Illustrator	Vince Low
Animator	Lukman Hussein
Composer/Audio Specialist	-
Programmer	Lukman Hussein



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Type of Award	Bronze
Category	Cosmetics/Toiletries
Client	Procter & Gamble
Product/Service	Whisper
Agency	Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Designer	Belinda Lu, Celeste Ang, Yeo Yenyen
Typographer	-
Copywriter	Lynn Chiam
Photographer/Illustrator	Sokkuan
Animator	-
Composer/Audio Specialist	-
Programmer	Nicholas Ng

Type of Award	Bronze
Category	Cosmetics/Toiletries
Client	Unilever Singapore Private Limited
Product/Service	Dove Daily Treatment Conditioner
Agency	Interruptive Communications Pte Ltd
Creative Director	Interruptive Communications Pte Ltd
Designer	Alvin Ng
Typographer	-
Copywriter	Kevin Suryadi
Photographer/Illustrator	-
Animator	Noah Fernandes
Composer/Audio Specialist	-
Programmer	JR Ignacio



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Type of Award	Silver
Category	Cosmetics/Toiletries
Client	Johnson & Johnson
Product/Service	Neutrogena
Agency	DDB Singapore/Tribal DDB Singapore/ Rapp Singapore
Creative Director	Joji Jacob, Jeff Cheong
Designer	Martin Loo, RunRun Teng
Typographer	-
Copywriter	Vanessa Goh
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Ciaran Lyons, CheeSheng Ng

Type of Award	Bronze
Category	Fashion/Apparel
Client	DIESEL JAPAN Co.,Ltd.
Product/Service	-
Agency	G2 tokyo
Creative Director	Yasushi Arikawa
Designer	Fantasista Utamaro
Typographer	-
Copywriter	-
Photographer/Illustrator	Asaki Koshikawa
Animator	-
Composer/Audio Specialist	-
Programmer	Otogai



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Type of Award	Bronze
Category	Fashion/Apparel
Client	Levi's
Product/Service	Levi's Loop 2009
Agency	Ogilvy Singapore
Creative Director	Peter Moss, Melvyn Lim
Designer	Diana Tang, Sharon Tan
Typographer	Diana Tang, Sharon Tan
Copywriter	Esther Tan
Photographer/Illustrator	Xuan Ong
Animator	-
Composer/Audio Specialist	Yellow Box
Programmer	Kwan Heng Yuan

Type of Award	Silver
Category	Fashion/Apparel
Client	Nike Japan
Product/Service	NIKEiD
Agency	beacon communications k.k.
Creative Director	Yasushi Arikawa, Shunsuke Kakinami (Planner), Masayoshi Kato (Producer)
Designer	Keisuke Anamoto (website), Mutsuko Kajitani (motion)
Typographer	-
Copywriter	-
Photographer/Illustrator	Atsuko Fukushima
Animator	Satoshi Maruyama, Yu Sato
Composer/Audio Specialist	Taeko Yatabe
Programmer	Ken'ichi Iida



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Type of Award	Bronze
Category	Charity/Social Causes
Client	UNICEF
Product/Service	Charity
Agency	ADM Master Advertising Shanghai Co. Ltd. TBWA\AGENCY.COM
Creative Director	Lincoln Damen
Designer	Vincent Cao, Bill Wei
Typographer	-
Copywriter	Heather Zhao
Photographer/Illustrator	-
Animator	Eric Guo
Composer/Audio Specialist	-
Programmer	Eric Guo

Type of Award	Bronze
Category	Charity/Social Causes
Client	Hewlett-Packard
Product/Service	Corporate Social Responsibility
Agency	Leo Burnett/Arc Worldwide Singapore
Creative Director	Valerie Cheng
Designer	Alan Leong, Celeste Ang, Ivan Yeh, Belinda Lu
Typographer	-
Copywriter	Lynn Chiam, Isaac Ho
Photographer/Illustrator	-
Animator	Lights & Shadow
Composer/Audio Specialist	-
Programmer	Nicholas Ng, Loo Choongee, Pixelage



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Type of Award	Bronze
Category	Charity/Social Causes
Client	Canon
Product/Service	Canon
Agency	Ogilvy Beijing
Creative Director	Doug Schiff
Designer	Wang Fei, Teonghoe Teng, Stopnow Liu
Typographer	Producer: Luan Heming
Copywriter	Doug Schiff, Zhang Bozhan
Photographer/Illustrator	-
Animator	Ryan Liu
Composer/Audio Specialist	-
Programmer	Production: Henrik Karlsson, Sonja Lakner, Therese Larsson, Thom Vaughan, Kim Eriksson, David Sjolán

Type of Award	Silver
Category	Charity/Social Causes
Client	JAPANESE TRADE UNION CONFERENCE
Product/Service	BOOING.JP
Agency	Tokyu Agency Inc.
Creative Director	Kenichi Kikui, Takehito Ogawa, Teppei Shiina, Yoshio Tsuda, Yusuke Kitani (Kaibutsu)
Designer	Keigo Nakanishi (1-10 Design), Hirokazu Sawai (1-10 Design)
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-



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INTERACTIVE
AWARDS
2009

Type of Award	Bronze
Category	Travel/Holidays/Airlines
Client	Cathay Pacific Airways
Product/Service	Cathay Pacific Airways
Agency	McCann Worldgroup Hong Kong
Creative Director	Sylvester Song, Thierry Halbroth, Anita Ng
Designer	Keith Tsang
Typographer	-
Copywriter	Colin Ruffel, Don Ellis, Vivian Yong, Houston Lau
Photographer/Illustrator	Andrew J Loiterton - AJL Photography
Animator	-
Composer/Audio Specialist	-
Programmer	Jeff Lam

Type of Award	Bronze
Category	Travel/Holidays/Airlines
Client	Exotissimo Travel
Product/Service	Indochina Travel Tours
Agency	Yolk Singapore
Creative Director	Low Jun Jek
Designer	Shante Lee
Typographer	Shante Lee
Copywriter	Exotissimo Travel
Photographer/Illustrator	Exotissimo Travel
Animator	-
Composer/Audio Specialist	-
Programmer	Adrian Lee, Hery Setianto, Wely Wong, Christina Olivia G, Jonathan Loe, Phyo Zin Wai, Karlo Estrada



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INTERACTIVE
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Type of Award	Bronze
Category	Sports/Leisure
Client	Nike Philippines
Product/Service	Brand - Manny Pacquiao
Agency	OgilvyOne Worldwide Manila
Creative Director	Dino Ocampo
Designer	Mike Sicam, Ryan Raneses
Typographer	-
Copywriter	Gabi Espaldon, Bonnie Doroy
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Aithne Lao, Melchman's Stuff Entertainment

Type of Award	Bronze
Category	Sports/Leisure
Client	Nike Philippines
Product/Service	Brand - Manny Pacquiao
Agency	OgilvyOne Worldwide Manila
Creative Director	Dino Ocampo
Designer	Mike Sicam, Ryan Raneses
Typographer	-
Copywriter	Gabi Espaldon
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Forthmedia Design & Development



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Type of Award	Bronze
Category	Sports/Leisure
Client	Nike Philippines
Product/Service	Brand - Manny Pacquiao
Agency	OgilvyOne Worldwide Manila
Creative Director	Dino Ocampo
Designer	Mike Sicam, Pocoy Calvento
Typographer	-
Copywriter	Gabi Espaldon
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Allan Dominguez

Type of Award	Bronze
Category	Corporate Site
Client	Grey Group
Product/Service	Eye On Asia Consumer Study
Agency	Grey Group Kuala Lumpur
Creative Director	David Sin
Designer	David Sin/Jonathan Lim (Art Director)
Typographer	-
Copywriter	Charlene Ong/Sunny Ng/Ng Bee Nee
Photographer/Illustrator	Annie Tan (VHQ)
Animator	-
Composer/Audio Specialist	Two AM
Programmer	Lukman Hussein/Janice Hoh



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Type of Award	Bronze
Category	Corporate Site
Client	Hong Kong Jockey Club
Product/Service	Hong Kong Jockey Club Functional Planner
Agency	DesignerCity (HK) Limited
Creative Director	Steven Lau, John Woo
Designer	Tung Lam,Paul Wong
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-

Type of Award	Bronze
Category	Corporate Site
Client	Oxford Fajar Sdn Bhd
Product/Service	The Oxford Dictionary
Agency	Y&R Singapore
Creative Director	Rowan Chanen
Designer	-
Typographer	Kirsten Ackland
Copywriter	Rupert England, Kirsten Ackland, Edward Ong, Rowan Chanen, Tom Ormes
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Silver
Category	Corporate Site
Client	TOKYU HANDS
Product/Service	MUSHI BATTLE PROJECT
Agency	McCann Erickson Japan Inc.
Creative Director	Masao Miyashita/Isamu Nakamura
Designer	Mikito Nunome/Mio Kawashima/Yuki Sakurai
Typographer	-
Copywriter	Isamu Nakamura
Photographer/Illustrator	Daisuke Sugita (web)
Animator	-
Composer/Audio Specialist	-
Programmer	-

Type of Award	Bronze
Category	Self Promotion Site For Individual (Professional)
Client	Tribal DDB Singapore
Product/Service	Recruitment
Agency	Tribal DDB Singapore
Creative Director	Jeff Cheong
Designer	Steven Jodistiro
Typographer	-
Copywriter	Christopher Lim/Vanessa Goh
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	Wee Lee Yeo/Ciaran Lyons



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Type of Award	Bronze
Category	Self Promotion Site For Individual (Professional)
Client	Christopher Higgs/Higgs.asia
Product/Service	Portfolio site
Agency	XM-Malaysia
Creative Director	Stuart Godwin/George Tan
Designer	Chew Pei Lyn/George Tan
Typographer	-
Copywriter	Stuart Godwin/Shai/Christopher Higgs
Photographer/Illustrator	Chew Pei Lyn
Animator	-
Composer/Audio Specialist	Chris Higgs
Programmer	Ashok Kumar

Type of Award	Silver
Category	Self Promotion Site For Individual (Professional)
Client	Tribal DDB Singapore
Product/Service	Chinese New Year Greeting
Agency	Tribal DDB Singapore
Creative Director	Jeff Cheong
Designer	Alfred Lim
Typographer	-
Copywriter	Christopher Lim
Photographer/Illustrator	-
Animator	Omens Studio Pte Ltd
Composer/Audio Specialist	-
Programmer	Gerald Yeo/Magnus Teo



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INTERACTIVE
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Type of Award	Bronze
Category	Small Business Site
Client	christopher Higgs/Higgs.asia
Product/Service	portfolio site/web presence for business
Agency	XM-Malaysia
Creative Director	Stuart Godwin/George Tan
Designer	Chew Pei Lyn/George Tan
Typographer	-
Copywriter	Stuart Godwin/Shai/Christopher Higgs
Photographer/Illustrator	Chew Pei Lyn
Animator	-
Composer/Audio Specialist	Chris Higgs
Programmer	Ashok Kumar

Type of Award	Bronze
Category	Best Media Site
Client	The Straits Times
Product/Service	straitstimes.com
Agency	Singapore Press Holdings
Creative Director	-
Designer	-
Typographer	-
Copywriter	-
Photographer/Illustrator	-
Animator	-
Composer/Audio Specialist	-
Programmer	-



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Type of Award	Silver
Category	Best Media Site
Client	Kult
Product/Service	Magazine
Agency	Kult
Creative Director	Steve Lawler
Designer	-
Typographer	-
Copywriter	Various
Photographer/Illustrator	Various
Animator	Steve Lawler
Composer/Audio Specialist	Wang Wei Yang
Programmer	Kult