


THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

MARKETING -interactive

latest magazine • archive • marketing events • events calendar • senior appointment

Ads by Google 

Marketing to baby boomers

Achieve better ROI online. Download our latest white paper.

www.ImmersionActive.co

Singapore Ad Network

Be Scoutads Publisher Get paid with high commission

www.scoutads.com

Hotel Advertising

Improve Your Hotel's Merchandising Presence. Get Your Free Whitepaper!

www.VFMLeonardo.com

Media Agencies Profiles

Evaluate media agencies' worth, be a member and get our Reports!

www.recma.com

Raffles Place Ghost Claims Effies Grand Prix

By: Rayana Pandey, Singapore

Published: 1 hour 35 min ago

[McCANN WORLDGROUP](#) [EFFIES](#)

- McCann wins Effies Singapore Grand Prix
- For Raffles Place ghost campaign
- DDB Worldwide most awarded creative agency



Singapore - McCann Erickson's much-celebrated Raffles Place Ghost campaign has won the Grand Prix at the Effies Singapore Awards, which saw DDB take home six awards in total.

Amongst creative agencies, DDB won six awards followed by Ogilvy Singapore which bagged four. Amongst media agencies PHD bagged five and OMD, Mindshare and ZenithOptimedia won three awards each.

McCann's Raffles Place Ghost viral for GMP has been awarded at shows such as AdFest, Cannes and the Creative Circle Awards.

"To win Singapore's first ever Effies Grand Prix vindicates my belief that great creativity leads to great brand awareness and sales," Farrokh Madon, McCann Erickson Singapore executive creative director, said.

Asked why there have been few highly successful and affective virals coming out of Singapore, Madon said: "There are no guaranteed viewer figures for viral marketing. For some clients that may not be ideal. However, as demonstrated by the Raffles Place Ghost viral, great creativity in this space can help make a big bang with a small budget."

On DDB's leading haul of six Effies this year, president and CEO David Tang said: "DDB has been on this incredible run of winning the Effies for six years now and it's always a privilege to strike gold. Congratulations to all the winners this year, and especially for the clients who bought in to our creative work to get exceptional results. These ones are for them."

Gold Effie awards went to Zuji Travel's "WORLD ON SALE - Fresh Deals Emporium" campaign created by Kinetic and mindshare; Durex's 'Stretching Durex in New Ways' campaign created by Ogilvy Singapore and ZenithOptimedia; StarHub's "Geeks not Freaks" campaign for Pfingo, created by DDB and ZenithOptimedia.

Campaigns that won silver include Health Promotion Board's (HPB) "Lucky Got Kaki" a "Diabetes" work created by DDB Worldwide, Tribal DDB and PHD; Central Narcotics Bureau's "Through Their Eyes" created by JWT Singapore and OMD; Dove's "Reviving a low-involvement

category" by Ogilvy Singapore/MindShare; Sony BRAVIA's Domino City" created by Bates141 & Visa's Beijing 2008 Olympic Games Sponsorship by BBDO/Proximity and OMD. The trio's work Anlene Concentrate also won a silver.

In the bronze category awards went to Sony Ericsson "Free Your Music Monster" by Iris Singapore and ZenithOptimedia; HPB's "Miracle Tonic" by DDB/PHD, and "Actions Speak Louder than Words" by Ogilvy Singapore and PHD; RSAF's "RSAF at 40" by DDB Worldwide, Tribal DDB and PHD; Photolibary's "Repeat" by TBWA\Tequila; Nike's "Lunar Plus" campaign by Ogilvy Singapore & MindShare; and StarHub Mobile's "Freedom at Midnight" by DDB, Tribal DDB and Zenith Optimedia.



Companies featured:

DDB
PHD
Mindshare
Ogilvy and Mather
OMD
ZenithOptimedia
McCann Worldgroup

DDB Related Stories:

[DDB Singapore makes hires](#)
[DDB wins SIM](#)
[StarHub targets youth with mobile rave](#)
[McDonald's major push for delivery service](#)
[Chung returns to DDB Taiwan](#)
[StarHub gets the ball rolling](#)
[Batey hires new creative](#)
[DDB's Mehta departs](#)
[FT.com reasserts news leadership](#)
[McCann Worldgroup hires DDB's Leong](#)
[DDB rapps on with Siraj](#)
[AdFest unveils Gossip Guy](#)
[DDB to add weight through health kick](#)
[Tourism Oz says find your true self online](#)
[In love with McDonald's](#)
[DBS picks Euro and MPG](#)
[JWT adds Lux planners](#)
[NEA shouts for PR agency](#)
[Fleishman-Hillard gets gracious](#)
[DDB approaches 10 year mark with RSAF](#)

Latest stories by Rayana Pandey:

[Raffles Place Ghost claims Effies Grand Prix](#)

[NHB calls pitch for Filipino fiesta](#)

[PR Comms wins FLA Singapore](#)

[Singapore Mint appoints Comms DNA](#)

[Nissan unveils marketing pushes](#)

[about us](#) | [contact us](#) | [Content Policy](#) | [advertise with us](#) | [sitemap](#) | [privacy policy](#) | [terms & conditions](#) | [a](#)
©2008 Marketing-Interactive.Com. LightHouse Independent Media Pte Ltd.