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Effie Awards *Singapore 2026*

Effie says it all

*Grand
Prix*



ENTRY TITLE	AGENCY	BRAND	CATEGORY
Brewlander AI Irresponsibly	BLKJ HAVAS	Brewlander	Media Innovation - Emerging & New Channels, Existing Channels

Effie says it all

Gold



ENTRY TITLE	AGENCY	BRAND	CATEGORY
Child Secure Project	BBH Singapore	Income Insurance	Marketing Disruptors
Max The Stress Ball	BBH Singapore	Income Insurance	Sustained Success
Brewlander AI Irresponsibly	BLKJ HAVAS	Brewlander	Artificial Intelligence (AI)
Brewlander AI Irresponsibly	BLKJ HAVAS	Brewlander	David vs Goliath (Traditional)
Brewlander AI Irresponsibly	BLKJ HAVAS	Brewlander	Food & Beverage - Grocery & Retail Distribution
ECDA Be The 1% Shaping Tomorrow	BLKJ HAVAS	Early Childhood Development Agency	Corporate Reputation

ENTRY TITLE	AGENCY	BRAND	CATEGORY
Great Eastern Reach For Great	BLKJ HAVAS	Great Eastern	Insurance
Awwbandon Cart	Grab Creative Studio	Grab	Data-Driven
Awwbandon Cart	Grab Creative Studio	Grab	Small Budgets - Non-profit, Products, Services
Salt Buries True Flavours: Replacing the Voice of Authority with Ancestry	TBWA\Singapore	Health Promotion Board	Government & Public Service

Effie says it all

Silver



ENTRY TITLE	AGENCY	BRAND	CATEGORY
Gen Z is Gen Tea	72andSunny	Yeo's	Youth Marketing – Products & Services
Max The Stress Ball	BBH Singapore	Income Insurance	Insurance
Brewlander AI Irresponsibly	BLKJ HAVAS	Brewlander	Media Idea
Brewlander AI Irresponsibly	BLKJ HAVAS	Brewlander	Small Budgets - Non-profit, Products, Services
ECDA Be The 1% Shaping Tomorrow	BLKJ HAVAS	Early Childhood Development Agency	Education & Training
RSAF Find Your Squad, Find Your #AboveAll	BLKJ HAVAS	Republic of Singapore Air Force	Experiential Marketing & Brand Experience: Live, Digital, Live + Digital

ENTRY TITLE	AGENCY	BRAND	CATEGORY
RSAF Find Your Squad, Find Your #AboveAll	BLKJ HAVAS	Republic of Singapore Air Force	Media Innovation - Emerging & New Channels, Existing Channels
RSAF Find Your Squad, Find Your #AboveAll	BLKJ HAVAS	Republic of Singapore Air Force	Youth Marketing – Products & Services
Awwbandon Cart	Grab Creative Studio	Grab	C&S_Digital Commerce
Grab: Speak for SG	Grab Creative Studio	Grab	Customer Experience
Grab Mosaic: Designs without Designers	Grab Creative Studio	Grab	New Product, Service or Business - Launch, Innovation or Line Extension
Hand in Hand with Singapore	Income Insurance	Income Insurance	Corporate Reputation

ENTRY TITLE	AGENCY	BRAND	CATEGORY
Hand in Hand with Singapore	Income Insurance	Income Insurance	T&AE _ Crisis Response / Critical Pivot
The World's First EV Drive-in Comedy Show	Income Insurance	Income Insurance	Marketing Disruptors
McGriddles® GriddleCore A.M. Fest	Leo Singapore	McDonald's Singapore	Experiential Marketing & Brand Experience: Live, Digital, Live + Digital
McGriddles® GriddleCore A.M. Fest	Leo Singapore	McDonald's Singapore	Youth Marketing – Products & Services
The Untold Story of FairPrice CNY freshness	Mediacorp	FairPrice Group	T&AE _ Seasonal Marketing
Breaking the Cognitive Glitch: How the STOP Campaign Rewired a Nation's Instincts	Ogilvy Singapore	Singapore Police Force	Government & Public Service

ENTRY TITLE	AGENCY	BRAND	CATEGORY
Language of Support	TBWA\Singapore	Health Promotion Board	Government & Public Service
The Gallery of Hidden Salt: How Flies Exposed Commuters' Salt Blindness	TBWA\Singapore	Health Promotion Board	Brand Content & Entertainment – Products & Services
The Best You	The Secret Little Agency	Klook	Influencer Marketing
How SGSecure Jolted Singaporeans into Action by Infiltrating their Feeds	VML Singapore	Ministry of Home Affairs Singapore	Brand Content & Entertainment – Products & Services

Effie says it all

Bronze



ENTRY TITLE	AGENCY	BRAND	CATEGORY
Child Secure Project	BBH Singapore	Income Insurance	Insurance
Child Secure Project	BBH Singapore	Income Insurance	Social Good: Brands, Non-profit
ECDA Be The 1% Shaping Tomorrow	BLKJ HAVAS	Early Childhood Development Agency	Government & Public Service
ECDA Be The 1% Shaping Tomorrow	BLKJ HAVAS	Early Childhood Development Agency	Marketing Disruptors
ECDA Be The 1% Shaping Tomorrow	BLKJ HAVAS	Early Childhood Development Agency	Youth Marketing – Products & Services
RSAF Find Your Squad, Find Your #AboveAll	BLKJ HAVAS	Republic of Singapore Air Force	Media Idea

ENTRY TITLE	AGENCY	BRAND	CATEGORY
Grab: Christmas, The Singapore Way	Grab Creative Studio	Grab	Brand Content & Entertainment – Products & Services
Matters That Matter: Eurasians	HEPMIL Singapore	Ministry of Culture, Community & Youth	Media Content Partnerships
SPARK The Drama	HEPMIL Singapore	DBS Bank	Influencer Marketing
The World's First EV Drive-in Comedy Show	Income Insurance	Income Insurance	Experiential Marketing & Brand Experience: Live, Digital, Live + Digital
Gro Retire Flex Pro II	Leo Singapore	Income Insurance	Insurance
Plan Your Life Story	McCann Worldgroup Singapore	Central Provident Fund Board (CPF Board)	Brand Content & Entertainment – Products & Services

ENTRY TITLE	AGENCY	BRAND	CATEGORY
How SGSecure Jolted Singaporeans into Action by Infiltrating their Feeds	VML Singapore	Ministry of Home Affairs Singapore	Social Media – Products, Services
Less Salt, More Taste: How Health Promotion Changed A Nation’s Palate	TBWA\Singapore	Health Promotion Board	Sustained Success
Rainforest Wild Asia "Choose Your Wild"	TBWA\Singapore	Mandai Wildlife Reserve	Other Products & Services
We Got You	TBWA\Singapore	StarHub	C&S_New Product/Service Introduction
How Singapore held the line in a drug crisis by fighting influence, not drugs	Ogilvy Singapore	Central Narcotics Bureau	Youth Marketing – Products & Services