

SPH Ink Awards 2009 Winners and Finalists Credits

	Grand Prix					
	TITLE	CLIENT	AGENCY	CREATIVE DIRECTOR	ART DIRECTOR	COPYWRITER
	Life Before Death	Lien Foundation	Ogilvy & Mather Advertising	Eugene Chong	Stuart Mills/ Michele Tranter	Craig Love

	Category A (Press Ad Single - English)					
	TITLE	CLIENT	AGENCY	CREATIVE DIRECTOR	ART DIRECTOR	COPYWRITER
Gold	Book	Soo Kee Jewellery	TBWA / Tequila Singapore	Mark Wah	Jae Soh	Ashlynn Sum
Silver	There's No Better Friend - Couch	SPCA - Singapore Society for the Prevention of Cruelty to Animals	Saatchi & Saatchi	Richard Copping	Richard Copping, Eddie Wong	Andrew Petch
Bronze	Nokia Music Almighty Nokia 5320 Xpressmusic Campaign	Nokia Singapore	JWT Singapore	Thomas Yang	Errol Tan	Hui Chin Chiew
Finalist	Musician	MobileOne Ltd	Y & R Singapore	Patrick Low / Mark Fong	Toh Han Ming	Mark Fong / Edward Ong
Finalist	Cabinet	SPH Search Pte Ltd	Y & R Singapore	Patrick Low / Edward Ong	Guay Chong Kian	Edward Ong
Finalist	Brand Bubble	Y & R Singapore	Y & R Singapore	Patrick Low	Toh Han Ming / Andrew Phua	Charlene Chua

	Category B (Press Ad Campaign - English)					
	TITLE	CLIENT	AGENCY	CREATIVE DIRECTOR	ART DIRECTOR	COPYWRITER
Gold	Life Before Death	Lien Foundation	Ogilvy & Mather Advertising	Eugene Chong	Stuart Mills/ Michele Tranter	Craig Love
Silver	There's No Better Friend	SPCA - Singapore Society for the Prevention of Cruelty to Animals	Saatchi & Saatchi	Richard Copping	Richard Copping, Eddie Wong	Andrew Petch
Bronze	Visa Signature	Visa WorldWide Pte. Limited	BBDO Singapore	Danny Searle	Sin Eng Lee	Danny Searle
Finalist	I Am The Wind	Republic of Singapore Air Force	DDB Worldwide	Neil Johnson/Terrence Tan	Khoo Meng Hau/Terrence Tan	Neil Johnson/Vanessa Goh/Daniel Ko
Finalist	Gift/Book/Nest	Soo Kee Jewellery	TBWA / Tequila Singapore	Mark Wah	Jae Soh	Ashlynn Sum
Finalist	Gollage	Visa WorldWide Pte. Limited	TBWA / Tequila Singapore & OPTIMUM	Rob Schwartz/Lee Clow/John Merrifield/Gary Steele/Hagan de Villiers	Simon Chew	Justine Lee

Category C (Press Ad Single/Campaign - Chinese)						
	TITLE	CLIENT	AGENCY	CREATIVE DIRECTOR	ART DIRECTOR	COPYWRITER
Gold	Pu Tien	Pu Tien Restaurant	SPH Creative Services	Linda Leong	Ng Wang Cheng/ Pearrine Yeoh	Linda Leong/ Zhu Yumei
Silver	护, 业	OCBC Bank	Y & R Singapore	Patrick Low	Neo Chiew Chiew	Chua Li Ling
Bronze	Friskies - Nestle	Nestle Purina	SPH Creative Services	Linda Leong/ Tommy Lim	Dennis Chew	Tan Geok Keow
Finalist	Ox	Mandarin Oriental, Singapore	Trine Design Associates	Victor Lim	Victor Lim	Koh Yao Chua
Finalist	OTO Power Foot - "Kungfu Manual"	OTO Bodycare	Whitewords	Jacke Tan Boon Hui	Jill Puah	Lua Aiwei

Category D - Press Ad Classified/ Recruitment						
	TITLE	CLIENT	AGENCY	CREATIVE DIRECTOR	ART DIRECTOR	COPYWRITER
Silver	The Steel Within	Army Recruitment Centre	Mandate Advertising International	Paul Hume	Jude Castillo/Tio Tit Seng	Caroline Chua
Bronze	Drunken Slur	Dallas Restaurant & Bar	Contagious	Rayner Lim, Elliot Townson	Rayner Lim	Elliot Townson
Finalist	Golf - Subaru	Motor Image Enterprises Pte Ltd	3-Sixty Brand Communications	Team 3-Sixty	Gordon Ling	Jeremy Lesslar
Finalist	Chess	Singapore Police Force	Dentsu Singapore	Tony Ray Pereira	Cheok Boon Keng	Adam Yeo
Finalist	Allied Educator	Ministry of Education	UP BrandBuzz	Eric Siow	Max Chan / Dimitri Tjandera (Designer)	Anand A.V / Divya Madhavan

	Category E - Press Creative Media Buy					
	TITLE	CLIENT	AGENCY	CREATIVE DIRECTOR	ART DIRECTOR	COPYWRITER
Silver	Volvo Ocean Race Singapore Stopover 2009	One Degree 15 Singapore Ocean Race	SPH Creative Services	Linda Leong/ Dollah Jaafar	Ahmad Sadali	Jade Mok
Bronze	Nokia Music Almighty Nokia 5320 Xpressmusic Campaign	Nokia Singapore	JWT Singapore	Thomas Yang	Errol Tan	Hui Chin Chiew
Finalist	Traffic Stopping Sale	Robinson & Co	DDB Worldwide	Neil Johnson/Terrence Tan	Teng Run Run	Vanessa Goh
Finalist	Tiger Beer Credentials "Enjoy Winning" Campaign	Tiger Beer, Asia Pacific Breweries	Saatchi & Saatchi	Richard Copping	Michael Qwah	Adrian Yeap
Finalist	Outdo Yourself	Coca Cola Far East Limited	Euro RSCG Singapore	Victor Ng	Seah Ting Ting	Victor Ng/ Julius Sim

	Category F - Integrated Campaign					
	TITLE	CLIENT	AGENCY	CREATIVE DIRECTOR	ART DIRECTOR	COPYWRITER
Gold	More People Around the World Go with Visa	Visa WorldWide Pte. Limited	TBWA / Tequila Singapore & OPTIMUM	Rob Schwartz / Lee Clow/ John Merrifield/ Gary Steele/Hagan de Villiers	Simon Chew	Justine Lee
Silver	Tiger Beer Credentials 'Enjoy Winning Campaign'	Tiger Beer, Asia Pacific Breweries	Mindshare Singapore	Jimmy Lim (Executive Director)	Peilin Lee (Media Manager)	Brenda Chuah (Senior Executive)
Bronze	Responsible Pet Ownership	Agri-Food & Veterinary Authority of Singapore	i.m communications	Randy Tan	Randy Tan	Kelly Lau
Finalist	Nissan 370Z Launch	Tan Chong Motor Sales Pte Ltd	6minutes Communications	Carmen Tang	Mike He	Carmen Tang