

Gong 2017 Finalists

Category	Sub Category	Entry Title	Entrant Agency/ Company
BRANDED CONTENT & ENTERTAINMENT	A02	Pitching French Films to Hollywood	Ogilvy & Mather Singapore
	A02	The Great Singapore Replay	Zeno Communications Singapore Pte Ltd
	A06	Chang Urban Pulse - Chang	Iris Worldwide Singapore
	A6	Romeo & Juliet - Philips	Iris Worldwide Singapore
	A11	Pitching French Films to Hollywood	Ogilvy & Mather Singapore
CYBER	B01	AETP	MullenLowe Singapore
	B02	Defeat All Monsters	Ogilvy & Mather Singapore
	B02	The Great Singapore Replay	Zeno Communications Singapore Pte Ltd
	B04	NETQUIPX	R/GA Singapore
	B05	Justice Bao - The Suspicious Travel Agent	TBWA Singapore
	B05	IKEA - IKEA Catalogue 2018 (The Human Catalogue)	Freeflow Productions
	B07	The Great Singapore Replay	Zeno Communications Singapore Pte Ltd
	B07	Pitching French Films to Hollywood	Ogilvy & Mather Singapore
	B19	Little Hands	MullenLowe Singapore
	B19	The Great Singapore Replay	Zeno Communications Singapore Pte Ltd
	B24	Defeat All Monsters	Ogilvy & Mather Singapore
	B27	Count On Me Singapore	DDB Group Singapore
	B28	The Cognitive Collection	Ogilvy & Mather Singapore
B29	Defeat All Monsters	Ogilvy & Mather Singapore	
DESIGN	C01	Yu Hua Tailor	JAY-L
	C01	The Maples Niseko	Bureau
	C04	Rubbish Famzine No.6	KINETIC SINGAPORE
	C05	HHH-Horses, Hippotherapy, Heroes	Bureau
	C10	Dita Audio	TMRRW
	C10	Discovery Asia Regional Channel Rebrand	TMRRW
	C12	Rubbish Famzine No.6	KINETIC Singapore
	C12	Kele Mooncakes Packaging	Bureau
	C13	Rubbish Famzine No.6	KINETIC SINGAPORE
	C13	Buddy	MullenLowe Singapore
	C15	Defeat All Monsters	Ogilvy & Mather Singapore
	C18	O+ Eyewear	Laank Pte Ltd
	C19	Gallery Children's Biennale	GOVT Singapore
	C21	Iskandar Jalil: Kembara Tanah Liat (Clay Travels)	Factory 1611 Creatives Pte Ltd
	C21	TOMORROW: Design Stories of Our Future	BLACK
	C22	The Great Singapore Replay	Zeno Communications Singapore Pte Ltd
	C21	Art-Zoo Inflatable Park	BLACK
DIRECT	D01	Defeat All Monsters	Ogilvy & Mather Singapore
	D01	Little Hands	MullenLowe Singapore
	D01	ADOPT A MEME	DDB Group Singapore
	D01	Justice Bao - The Missing Travel Insurance	TBWA Singapore
	D02	Ella	MullenLowe Singapore
	D04	Pitching French Films to Hollywood	Ogilvy & Mather Singapore
	D05	A 'Fine' Way to Save	Cohort Communications
	D05	Chinatown Comes Alive	TBWA Singapore
	D07	A 'Fine' Way to Save	Cohort Communications
	D08	The Cognitive Collection	Ogilvy & Mather Singapore
	D08	Chinatown Comes Alive	TBWA Singapore
	D08	Holideck - Royal Caribbean	Iris Worldwide Singapore
E01	E01	Bridezilla	MullenLowe Singapore
	E01	Bullish Boss	MullenLowe Singapore
	E01	Tiny Tantrum	MullenLowe Singapore
	E01	Sniper	MullenLowe Singapore
	E02	Rise	BBDO Singapore
	E02	Travel Bravely	Ogilvy & Mather Singapore
	E02	The Real Social Network	Ogilvy & Mather Singapore
	E02	GOOD QUESTION	BLKJ
	E02	The Magic of Love	DDB Group Singapore
	E02	Kung Fu Fighter, Hidden Sugar	DDB Group Singapore
	E02	Esso 02:23 Heroes	DDB Group Singapore
	E02	This is Where	TBWA Singapore
	E03	McDonald's Samurai Teaser	DDB Group Singapore
	E03	McDonald's Samurai Gameplay	DDB Group Singapore
	E04	Rise	BBDO Singapore
	E04	Home	BBDO Singapore
	E04	UOB Diving Advisor	GERMS Digital
	E04	Pitching French Films to Hollywood	Ogilvy & Mather Singapore
	E04	GOOD QUESTION	BLKJ
	E04	Manulife Ready CompleteCare 'Cover for me bro'	DDB Group Singapore
	E04	Kung Fu Fighter, Hidden Sugar	DDB Group Singapore
	E04	Maybelline Snapchat Hack	TBWA Singapore
	E04	Suicide is Serious	TBWA Singapore

FILM & TV	E04	The Magic Pen	TBWA Singapore	
	E04	This is Where	TBWA Singapore	
	E04	Justice Bao - The Missing Travel Insurance (C7)	TBWA Singapore	
	E04	Justice Bao - The Mysterious Terms & Conditions (C7)	TBWA Singapore	
	E04	Justice Bao - The Suspicious Travel Agent (C7)	TBWA Singapore	
	E04	HOTELS.COM - EXTREME SAVINGS CAMPAIGN/Noodles	Grey Group Pte Ltd	
	E05	Rise	BBDO Singapore	
	E05	Home	BBDO Singapore	
	E05	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	
	E07	UOB Diving Advisor	GERMS Digital	
	E07	Bridezilla	MullenLowe Singapore	
	E07	Bullish Boss	MullenLowe Singapore	
	E07	Tiny Tantrum	MullenLowe Singapore	
	E07	Sniper	MullenLowe Singapore	
	E07	NTUC Income - People First	Freeflow Productions	
	E07	MCCY - The Real Social Network	Freeflow Productions	
	E07	Manulife Ready CompleteCare 'Cover for me bro'	Freeflow Productions	
	E07	Rise	The Prosecution Film Company Pte Ltd	
	E07	TIGER BEER HOME	The Prosecution Film Company Pte Ltd	
	E07	Where Passion is Made Possible	The Prosecution Film Company Pte Ltd	
	E07	EdgeProp Presents: Under One Roof	Directors Think Tank Pte Ltd	
	E08	The Real Social Network	Ogilvy & Mather Singapore	
	E08	GOOD QUESTION	BLKJ	
	E08	This is Where	TBWA Singapore	
	E09	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	
	E09	Bridezilla	MullenLowe Singapore	
	E09	Bullish Boss	MullenLowe Singapore	
	E09	Maybelline Snapchat Hack	TBWA Singapore	
	E09	This is Where	TBWA Singapore	
	E10	Bridezilla	MullenLowe Singapore	
	E10	Bullish Boss	MullenLowe Singapore	
	E10	Tiny Tantrum	MullenLowe Singapore	
	E10	Sniper	MullenLowe Singapore	
	E10	Kung Fu Fighter, Secret Weapon	DDB Group Singapore	
	E10	RISE	The Prosecution Film Company Pte Ltd	
	E10	Where Passion is Made Possible	The Prosecution Film Company Pte Ltd	
	E10	A Safety Journey Through Singapore	TBWA Singapore	
	E11	Home	BBDO Singapore	
	E11	What's Your Why?	BBDO Singapore	
	E11	UOB Diving Advisor	GERMS Digital	
	E11	Bridezilla	MullenLowe Singapore	
	E11	Bullish Boss	MullenLowe Singapore	
	E11	Starhub #RegardlessOfColour	Freeflow Productions	
	E11	MCCY - The Real Social Network	Freeflow Productions	
	E11	RISE	The Prosecution Film Company Pte Ltd	
	E11	Where Passion is Made Possible	The Prosecution Film Company Pte Ltd	
	E11	A Safety Journey Through Singapore	TBWA Singapore	
	E12	Bridezilla	MullenLowe Singapore	
	E12	Bullish Boss	MullenLowe Singapore	
	E12	NTUC Income - People First	Freeflow Productions	
	E12	Noise Singapore - The Great Singapore Replay	Freeflow Productions	
	E12	Starhub #RegardlessOfColour	Freeflow Productions	
	E12	MCCY - The Real Social Network	Freeflow Productions	
	E12	Manulife Ready CompleteCare 'Cover for me bro'	Freeflow Productions	
	E12	Guinness Rise	KRAFTW5RKZ PTE LTD	
	E12	Where Passion is Made Possible	KRAFTW5RKZ PTE LTD	
	E12	A Safety Journey Through Singapore	TBWA Singapore	
	E12	Reserved - MBS	Iris Worldwide Singapore	
	E13	Visa PayWave 'Magic Beep'	Fuse Adventures in Audio	
	E13	Tiger Beer Char Siew	SONG ZU SINGAPORE	
	E13	AIA What's Your Why	SONG ZU SINGAPORE	
	E13	Singapore Tourism Board - Where Passion Is Made Possib	SONG ZU SINGAPORE	
	E13	Guinness Rise	SONG ZU SINGAPORE	
	E13	MCCY Hari Raya TVC	DDB Group Singapore	
	E14	Home	DDB Group Singapore	
	E14	Tiger Beer Melting Pot	SONG ZU SINGAPORE	
	E14	Soldiers For Life	Grey Group Pte Ltd	
	E15	Singapore Tourism Board - Where Passion Is Made Possib	SONG ZU SINGAPORE	
	E15	Bridezilla	MullenLowe Singapore	
	E15	Bullish Boss	MullenLowe Singapore	
	E15	Tiny Tantrum	MullenLowe Singapore	
	E15	Licence to Thrill	Havas Singapore	
	INNOVATION	F	The Cognitive Collection	Ogilvy & Mather Singapore
	INTEGRATED	G01	Pitching French Films to Hollywood	Ogilvy & Mather Singapore
		G01	OCBC Bank - Stay True	GOVT Singapore
		G01	McDonald's Minions	DDB Group Singapore
		G01	You know the Queen. Now meet Elizabeth	Havas Singapore

	G02	McDonald's Nasi Lemak	DDB Group Singapore
MEDIA	H04	Buddy	MullenLowe Singapore
	H04	You know the Queen. Now meet Elizabeth	Havas Singapore
	H05	Chang Urban Pulse - Chang	Iris Worldwide Singapore
	H05	Romeo & Juliet - Philips	Iris Worldwide Singapore
	H07	ADOPT A MEME	DDB Group Singapore
	H07	Red Cross Instasave	DDB Group Singapore
	H07	Maybelline Snapchat Hack	TBWA Singapore
	H08	Ella	MullenLowe Singapore
	H08	PowerBooks	DDB Group Singapore
	H09	NETQUIPX	R/GA APAC
	H11	Little Hands	MullenLowe Singapore
	H11	McDonald's Nasi Lemak Returns	DDB Group Singapore
	H11	You know the Queen. Now meet Elizabeth	Havas Singapore
	H12 (CSR)	AETP	MullenLowe Singapore
H12 (CSR)	Buy My Daughter	Blak Labs	
MOBILE	I06	PowerBooks	DDB Group Singapore
OUTDOOR & POSTER	J01	In Safe Hands - Fingerprint	BBDO Singapore
	J01	In Safe Hands - Passcode	BBDO Singapore
	J01	In Safe Hands - Pattern	BBDO Singapore
	J02	Guan Yu	MullenLowe Singapore
	J02	Napoleon	MullenLowe Singapore
	J02	Ramses	MullenLowe Singapore
	J02	Twice Upset (Coffee)	MullenLowe Singapore
	J02	Twice Upset (Ink)	MullenLowe Singapore
	J02	Twice Upset (Mustard)	MullenLowe Singapore
	J02	Twice Upset (Soy Sauce)	MullenLowe Singapore
	J02	Coming of Age - Clubbing	DDB Group Singapore
	J02	Coming of Age - Drinking	DDB Group Singapore
	J02	Coming of Age - Driving	DDB Group Singapore
	J02	Coming of Age - Credit Card	DDB Group Singapore
	J02	Coming of Age - R-movies	DDB Group Singapore
	J02	Coming of Age - Smoking	DDB Group Singapore
	J03	Every Big Mess was Once a Little Dirt	Ogilvy & Mather Singapore
	J03	Weather View	DDB Group Singapore
	J04	Suicide is Serious	TBWA Singapore
	J05	Buddy	MullenLowe Singapore
	J05	You know the Queen. Now meet Elizabeth	Havas Singapore
	J05	PowerBooks	DDB Group Singapore
	J07	The Cognitive Collection	Ogilvy & Mather Singapore
	J07	Chang Urban Pulse - Chang	Iris Worldwide Singapore
	J09	Little Hands	MullenLowe Singapore
	J09	You know the Queen. Now meet Elizabeth	Havas Singapore
	J10 (CSR)	Little Hands	MullenLowe Singapore
	J11	French Film Festival - Girl (C2)	Ogilvy & Mather Singapore
	J11	French Film Festival - Tickle Her (C2)	Ogilvy & Mather Singapore
	J11	French Film Festival - For Sale (C2)	Ogilvy & Mather Singapore
	J11	French Film Festival - Hey Stupid (C2)	Ogilvy & Mather Singapore
	J15	Owl	Nemesis Picture Pte Ltd
	J15	Cockatoo	Nemesis Picture Pte Ltd
	J15	Eagle	Nemesis Picture Pte Ltd
J15	Kingfisher	Nemesis Picture Pte Ltd	
J15	Hornbill	Nemesis Picture Pte Ltd	
PRINT & PUBLISHING	K02	Bring The Pub Home - Living Room	BBDO Singapore
	K02	Bring The Pub Home - Kitchen	BBDO Singapore
	K04	Hair Graph	MullenLowe Singapore
	K05	Twice Upset (Coffee)	MullenLowe Singapore
	K05	Twice Upset (Ink)	MullenLowe Singapore
	K05	Twice Upset (Mustard)	MullenLowe Singapore
	K05	Twice Upset (Soy Sauce)	MullenLowe Singapore
	K36	Bring The Pub Home - Living Room	BBDO Singapore
	K36	Bring The Pub Home - Kitchen	BBDO Singapore
	K36	Bring The Pub Home - Dining Room	BBDO Singapore
	K39	Bring The Pub Home - Living Room	BBDO Singapore
	K39	Bring The Pub Home - Kitchen	BBDO Singapore
	K39	Bring The Pub Home - Dining Room	BBDO Singapore
	K39	Owl	Nemesis Picture Pte Ltd
	K39	Eagle	Nemesis Picture Pte Ltd
	K39	Cockatoo	Nemesis Picture Pte Ltd
	K39	Hornbill	Nemesis Picture Pte Ltd
K39	Kingfisher	Nemesis Picture Pte Ltd	
	L01	A 'Fine' Way to Save	Cohort Communications
	L01	Romeo & Juliet - Philips	Iris Worldwide Singapore
	L02	The Cognitive Collection	Ogilvy & Mather Singapore
	L03	Trishaw 360	TBWA Singapore

PROMO & ACTIVATION	L04	You know the Queen. Now meet Elizabeth	Havas Singapore
	L04	Chinatown Comes Alive	TBWA Singapore
	L06	PLAY EVERYTHING PS4	TBWA Singapore
	L07	Pitching French Films to Hollywood	Ogilvy & Mather Singapore
	L10	The Cognitive Collection	Ogilvy & Mather Singapore
	L11	Pitching French Films to Hollywood	Ogilvy & Mather Singapore
	L11	AETP	MullenLowe Singapore
	L11	Chinatown Comes Alive	TBWA Singapore
	L12	The Cognitive Collection	Ogilvy & Mather Singapore
	L13	ADOPT A MEME	DDB Group Singapore
	L15 (CSR)	The LampPost Project	DDB Group Singapore
RADIO	M06	Parking Troubles	DDB Group Singapore
	M08	Modern Classics - Warm Romeo (C9)	TBWA Singapore
	M09	Long - Name	BBDO Singapore
	M09	Long - Town	BBDO Singapore
	M09	Long - Email	BBDO Singapore
	M18	Parking Troubles	DDB Group Singapore