

NEWS

The Monkeys takes out top creative prize at Mumbrella Asia Awards, five Australian agencies recognised

November 9, 2017 11:13

by [ZOE SAMIOS](#)



The Monkeys, Eleven PR, Rotor Studios and Emotive have all been recognised at this year's Mumbrella Asia Awards.

Hundreds of people attended the ceremony at the Marina Bay Sands in Singapore, with work and companies across a wide spectrum of nationalities and disciplines being championed.



The Monkeys collecting their win in Singapore last night

The Monkeys took out the big gong for Asia Pacific creative agency of the year for the second consecutive year, while Eleven Australia took home public relations agency of the year.

In the specialist agency of the year category, Rotor Studios took out the win while Emotive receive a highly commended.

Overall, PHD China took home the most prizes including the coveted APAC Media Agency of the Year award.



PHD China's 'The Sex Ed Revolution'

The agency won four awards for 'The Sex Ed Revolution', an innovative campaign to help educate young Chinese adults on the merits of contraception. The work scooped the categories Engaging with Millennials, the Mumbrella Award for Bravery, Media Idea of the Year and Social Idea of the Year.

Meanwhile, Singapore's self-appointed 'fourth telco' Circles.Life and independent agency Supermarket Creatives scooped the top honour for Campaign of the Year – for the brand's '20/20 Launch'. They also triumphed in the Creative Effectiveness category. The jurors called the campaign's use of vandalism in Singapore “ballsy” and “courageous”, praising its “daring idea and an impeccable execution”.

This year's awards marked the first time the Mumbrella Asia Awards held live judging, here in Singapore, in order to make the vetting process even more robust. It meant those shortlisted presented to the jurors in person – also answering rigorous questions from them – for the second round of judging. And the jury for the awards was the largest ever with 121 judges.

For the full list of Mumbrella Asia Awards winners, see below:

Mumbrella Award for Innovation

Winner: Chevrolet V-Showroom – Experience the New Cruze Virtually Anywhere – Isobar (Singapore) with Carat (Asia Pacific) and Isobar (Korea) for General Motors

Highly commended: Capacity Based McDelivery – OMD (Singapore) for McDonald's

PR Idea of the Year

Winner: Hong Kong Airlines 10th Anniversary Celebration – Hill+Knowlton Strategies (Asia) for Hong Kong Airlines

Mumbrella Award for Bravery

Winner: Yasmin's Sex-Ed Revolution – PHD (China) with Wezeit for Bayer

Mumbrella Award for Data-driven Marketing

Winner: Celebrate in Sensual Red – Blis (Singapore) with APD for Triumph (Singapore)

Highly commended: Samsung Customer-Driven Marketing Program- iris Worldwide (Singapore) with Samsung RHQ, Samsung HQ & SAP

Mumbrella Award for Insight

Winner: Capacity Based McDelivery – OMD (Singapore) for McDonald's

Under 30 Achiever of the Year:

Winner: Holly Chan, Account Manager, Sinclair

Social Idea of the Year

Winner: Yasmin's Sex-Ed Revolution – PHD (China) with Wezeit for Bayer

Highly commended: Chinese New Year 2017- Lion and Lion for The Coca-Cola Company

Mumbrella Award for Collaboration

Winner: Skyscanner Chief Travel Officer Recruitment Campaign with LinkedIn – Edelman (Beijing) with LinkedIn for Skyscanner (China)

Mumbrella Award for Culture

Winner: Weber Shandwick (Asia-Pacific)

Highly Commended: The Hoffman Agency (Asia Pacific)

Best Localisation of a Global Strategy

Winner: More time for love – Havas (Indonesia) for RB Indonesia Durex

Highly Commended: Thomas & Friends Friendship Campaign- Hill+Knowlton Strategies (Beijing) with Mattel/ Thomas & Friends

Media Idea of the Year

Winner: Yasmin's Sex-Ed Revolution – PHD (China) with Wezeit for Bayer

APAC Creative Agency of the Year:

Winner: The Monkeys (Australia)

APAC Public Relations Agency of the Year

Winner: Eleven (Australia)

Marketing Technology Company of the Year

Winner: Wootag (Singapore)

Most Engaging 360 Video/Virtual Reality or Augmented Reality Work

Winner: Chevrolet V-Showroom – Experience the New Cruze Virtually Anywhere – Isobar (Singapore) with Carat (Asia Pacific) & Isobar (Korea) for General Motors

Highly Commended: The Singleton Virtual Reality Tasting Experience – Untitled Project (Singapore) for Diageo

Best Use of Experiential

Winner: Mortein – Kill the Real Demons – Havas Worldwide (India) for Reckitt Benckiser

APAC Public Relations Agency Network of the Year

Winner: Weber Shandwick

Agency Leader of the Year:

Winner: Richard Tsang, Founder & Chairman, Strategic Public Relations Group

Engaging with Millennials Award

Winner: Yasmin's Sex-Ed Revolution – PHD (China) with Wezeit for Bayer

Creative Effectiveness

Winner: Circles.Life 20/20 Launch – Supermarket Creatives (Singapore) for Circles.Life

Highly Commended: #IAMMORE Campaign – RED2 Digital (Vietnam) for California Fitness & Yoga Centre

Best Content Marketing/ Native Advertising Work

Winner: Ichigo Ichie – CNN International Commercial with Great Big Story for All Nippon Airways

Best Use of Programmatic

Winner: dtac Dynamic Profiling – OMD (Thailand) with OMG Programmatic for dtac

Highly Commended: Driving Profitability for VA with Always-On Programmatic – OMD (India) for Virgin Atlantic Airways

APAC Specialist Agency of the Year

Winner: Rotor Studios (Australia)

Highly Commended: Emotive (Australia)

APAC Media Agency of the Year

Winner: PHD (China)

Disruptor of the year

Winner: Postr (Singapore)

Campaign of the Year

Winner: Circles.Life 20/20 Launch – Supermarket Creatives (Singapore) for Circles.Life

Highly Commended: Yasmin’s Sex-Ed Revolution – IPHD (China) with Wezeit for Bayer

Zoe Samios

Zoe Samios worked at Mumbrella between 2016 and 2019, finishing up as senior media reporter in March 2019.

topics [ELEVEN PR](#) [EMOTIVE](#) [MUMBRELLA ASIA AWARDS](#) [ROTOR STUDIOS](#) [THE MONKEYS](#)

 Share

 Tweet

 Share

ADVERTISEMENT

LATEST



The Weekend Mumbo: Dig up, Seven!
How did it all go so wrong for the TV giant?



‘No one else understands what happened at that time’: Tim Ross dismisses reported bad blood with

