



GONG AWARDS 2024

METAL GONG AWARDS 2024 COMBAT

THE ULTIMATE BATTLE OF CREATIVITY





Bronze Winners



GONG AWARDS 2024

Bronze

Entry	Agency	Brand/Client	Parent category	Category
Anything but Regular - EOS	Freeflow Productions	DDB	1.0 Film Gongs	1.1 Film (Broadcast and/or Cinema)
Extended Love: A Chinese New Year Short Film	Mullenlowe Singapore	Ministry of Digital Development and Information	1.0 Film Gongs	1.1 Film (Broadcast and/or Cinema)
I Can ACT Against Scams	Ogilvy Singapore	National Crime Prevention Council	1.0 Film Gongs	1.1 Film (Broadcast and/or Cinema)
Samsung Health: Racing to Fiji	BBH Singapore	Samsung	1.0 Film Gongs	1.1 Film (Broadcast and/or Cinema)
The Unseen Enemy	Ogilvy Singapore	Cyber Security Agency of Singapore	1.0 Film Gongs	1.1 Film (Broadcast and/or Cinema)
Unsafey in Numbers	Digitas Singapore	Migrant Mutual Aid	1.0 Film Gongs	1.10 Gong for Good: Film
Anything but Regular - EOS	Freeflow Productions	DDB	1.0 Film Gongs	1.2 Film (Online)
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	1.0 Film Gongs	1.2 Film (Online)
I Can ACT Against Scams	Ogilvy Singapore	National Crime Prevention Council	1.0 Film Gongs	1.2 Film (Online)
Income's Investment Linked Plans: Flexi Cat	BBH Singapore	Income Insurance	1.0 Film Gongs	1.2 Film (Online)
JLL There's No Going Back	BLKJ Havas	Jones Lang Lasalle Inc. (JLL)	1.0 Film Gongs	1.2 Film (Online)
Income's Investment Linked Plans: Flexi Cat	BBH Singapore	Income Insurance	1.0 Film Gongs	1.7 Creative Effectiveness: Film
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	1.0 Film Gongs	1.8 Best use of Integrated Film Campaign
OOHA	Ogilvy Singapore	The Coca-Cola Company	1.0 Film Gongs	1.9 Breakthrough on a Budget: Film
The Rooms That Remain	Mullenlowe Singapore	Youthline	10.0 Brand Experience & Activation Gongs	10.1 Best use of Non-Digital-led Brand Experience & Activation
See the New Forest	Ogilvy Singapore	Changi Airport Group	10.0 Brand Experience & Activation Gongs	10.10 Creative Effectiveness: Brand Experience & Activation
A Million Logos	Ogilvy Singapore	Colgate	10.0 Brand Experience & Activation Gongs	10.11 Best Integrated Brand Experience & Activation-led Campaign
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	10.0 Brand Experience & Activation Gongs	10.11 Best Integrated Brand Experience & Activation-led Campaign
Mandai Ranger Buddies Quest	Pico Art International	Mandai Wildlife Reserve	10.0 Brand Experience & Activation Gongs	10.2 Best use of Digital-led Brand Experience & Activation
National Library Board - Playbrary	Le Pub	National Library Board	10.0 Brand Experience & Activation Gongs	10.2 Best use of Digital-led Brand Experience & Activation
STILL THERE	VML Singapore	LUX	10.0 Brand Experience & Activation Gongs	10.2 Best use of Digital-led Brand Experience & Activation
OLAY AI-SHU	Leo Burnett Singapore	Olay	10.0 Brand Experience & Activation Gongs	10.9 Best use of Cultural Insights in Brand Experience & Activation
The End	VML Singapore	LUX	11.0 Mobile & Digital Gongs	11.1 Best use of Digital Platforms
National Library Board - Playbrary	Le Pub	National Library Board	11.0 Mobile & Digital Gongs	11.13 Gong for Good: Mobile &/Or Digital
See the New Forest	Ogilvy Singapore	Changi Airport Group	11.0 Mobile & Digital Gongs	11.3 Best use of Social & Messaging Platforms
TEAM SG [AI]NTHEMS	GOODSTUPH Singapore	Team Singapore	11.0 Mobile & Digital Gongs	11.3 Best use of Social & Messaging Platforms
National Library Board - Playbrary	Le Pub	National Library Board	11.0 Mobile & Digital Gongs	11.6 Best use of Data
Legends in Pink	GOODSTUPH Singapore	GOODSTUPH Singapore	11.0 Mobile & Digital Gongs	11.9 Best use of Cultural Insights in Mobile &/Or Digital
Created at 30,000 FT	TBWA\ Singapore	Singapore Airlines	12.0 Social & Influencer Gongs	12.10 Best Integrated Social & Influencer Campaign
See the New Forest	Ogilvy Singapore	Changi Airport Group	12.0 Social & Influencer Gongs	12.10 Best Integrated Social & Influencer Campaign



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Entry	Agency	Brand/Client	Parent category	Category
PUBLIC DISPLAYS OF MAX	GOODSTUPH Singapore	Team Singapore	12.0 Social & Influencer Gongs	12.2 Best use of Real-Time Response
See the New Forest	Ogilvy Singapore	Changi Airport Group	12.0 Social & Influencer Gongs	12.2 Best use of Real-Time Response
Skins For Skin	Ogilvy Singapore	Oseline	12.0 Social & Influencer Gongs	12.6 Innovative Use of Influencers
Apple iPhone 15 Don't Make it Complicated	The P Film	Apple	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
Extended Love: A Chinese New Year Short Film	Mullenlowe Singapore	Ministry of Digital Development and Information	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
Galaxy S24: Grandpa Must Win	BBH Singapore	Samsung	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
GXBank – #SepoketImian: A Pocketful Of Dreams	WaynerMedia APAC	GX Bank	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
Lazada CVP - Everything and Anything	Freeflow Productions	Lazada	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
Mandarin Oriental	Heckler Singapore	Mandarin Oriental Singapore	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
The Unseen Enemy	Ogilvy Singapore	Cyber Security Agency of Singapore	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
Galaxy S24 Global Launch	BBH Singapore	Samsung	13A Craft Gongs: Film/Branded Entertainment Craft	13.10 Film/Branded Entertainment: Use of Adapted Music
Aston Martin Thrillseekers - Evel Knievel	ALT Worldwide	Aston Martin	13B Craft Gongs: Radio & Audio Craft	13.12 Radio & Audio: Script
Aston Martin Thrillseekers - Philippe Petit	ALT Worldwide	Aston Martin	13B Craft Gongs: Radio & Audio Craft	13.12 Radio & Audio: Script
LEGO Soundscapes	Our Lego Agency (OLA)	Lego	13B Craft Gongs: Radio & Audio Craft	13.16 Radio & Audio: Use of Sound Design
The PUMA Foosbox	GOVT Singapore	PUMA Singapore	13C Craft Gongs: Physical Craft	13.17 Physical Craft: Art Direction
Situationships	Ogilvy Singapore	Closeup	13C Craft Gongs: Physical Craft	13.18 Physical Craft: Copywriting
Cathay Pacific In Flight Video 2024	The P Film	Cathay Pacific	13A Craft Gongs: Film/Branded Entertainment Craft	13.2 Film/Branded Entertainment: Cinematography
The Unseen Enemy	Ogilvy Singapore	Cyber Security Agency of Singapore	13A Craft Gongs: Film/Branded Entertainment Craft	13.2 Film/Branded Entertainment: Cinematography
Situationships	Ogilvy Singapore	Closeup	13C Craft Gongs: Physical Craft	13.20 Physical Craft: Illustration
LEGO D&D Gather the Party	Our Lego Agency (OLA)	Lego	13D Craft Gongs: Digital Craft	13.26 Digital Craft: Music & Sound Design
Anything but Regular - EOS	Freeflow Productions	DDB	13A Craft Gongs: Film/Branded Entertainment Craft	13.3 Film/Branded Entertainment: Editing
Circle it, Find it	BBH Singapore	Samsung	13A Craft Gongs: Film/Branded Entertainment Craft	13.3 Film/Branded Entertainment: Editing
Galaxy S24: Grandpa Must Win	BBH Singapore	Samsung	13A Craft Gongs: Film/Branded Entertainment Craft	13.5 Film/Branded Entertainment: Casting
Cathay Pacific In Flight Video 2024	The P Film	Cathay Pacific	13A Craft Gongs: Film/Branded Entertainment Craft	13.6 Film/Branded Entertainment: Art Direction
Circle it, Find it	BBH Singapore	Samsung	13A Craft Gongs: Film/Branded Entertainment Craft	13.6 Film/Branded Entertainment: Art Direction
Undefeated	Heckler Singapore	RIOT Games	13A Craft Gongs: Film/Branded Entertainment Craft	13.8 Film/Branded Entertainment: Animation
WTFanta 5.0	Heckler Singapore	The Coca-Cola Company	13A Craft Gongs: Film/Branded Entertainment Craft	13.8 Film/Branded Entertainment: Animation
Bread and Better	TBWA\ Singapore	HSBC Singapore	13A Craft Gongs: Film/Branded Entertainment Craft	13.9 Film/Branded Entertainment: Use of Original Music
Circle it, Find it	BBH Singapore	Samsung	13A Craft Gongs: Film/Branded Entertainment Craft	13.9 Film/Branded Entertainment: Use of Original Music

Bronze

Entry	Agency	Brand/Client	Parent category	Category
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	13A Craft Gongs: Film/Branded Entertainment Craft	13.9 Film/Branded Entertainment: Use of Original Music
foodpanda - art attack (taiwan)	Freeflow Productions	foodpanda	13A Craft Gongs: Film/Branded Entertainment Craft	13.9 Film/Branded Entertainment: Use of Original Music
SGSecure x Nathan Hartono Music Video - Foiled Once More	Rolla	SGSecure	13A Craft Gongs: Film/Branded Entertainment Craft	13.9 Film/Branded Entertainment: Use of Original Music
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	2.0 Branded Entertainment Gongs	2.1 Best use of Film
UNDEFEATED	Digitas Singapore	RIOT Games	2.0 Branded Entertainment Gongs	2.1 Best use of Film
Created at 30,000 FT	TBWA\ Singapore	Singapore Airlines	2.0 Branded Entertainment Gongs	2.10 Best Integrated Branded Entertainment Campaign
A Flight of Feelings	TBWA\ Singapore	Singapore Airlines	2.0 Branded Entertainment Gongs	2.11 Breakthrough on a Budget: Branded Entertainment
Audioboobs by Smile Makers	Mullenlowe Singapore	Smile Makers	2.0 Branded Entertainment Gongs	2.2 Best use of Audio Content
See the New Forest	Ogilvy Singapore	Changi Airport Group	2.0 Branded Entertainment Gongs	2.3 Best use of Live Entertainment
Mandai Ranger Buddies Quest	Pico Art International	Mandai Wildlife Reserve	2.0 Branded Entertainment Gongs	2.7 Best use of Gaming
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	2.0 Branded Entertainment Gongs	2.8 Best use of Music
Clubs with Disabilities	Ogilvy Singapore	HSBC Singapore	2.0 Branded Entertainment Gongs	2.9 Best use of Sport
Audioboobs by Smile Makers	Mullenlowe Singapore	Smile Makers	3.0 Radio & Audio Gongs	3.2 Best use of Branded Audio Content
Situationships	Ogilvy Singapore	Closeup	4.0 Print & Publishing Gongs	4.1 Best use of Print
Raise Your Arms	Ogilvy Singapore	Dove	4.0 Print & Publishing Gongs	4.9 Gong for Good: Print & Publishing
Art Takes Over You	TBWA\ Singapore	National Arts Council Singapore	5.0 Outdoor Gongs	5.1 Best use of Billboards
Art Takes Over You	TBWA\ Singapore	National Arts Council Singapore	5.0 Outdoor Gongs	5.10 Best integrated Outdoor-led campaign
Social Undistancing	Ogilvy Singapore	Closeup	5.0 Outdoor Gongs	5.11 Breakthrough on a Budget: Outdoor
Clubs with Disabilities	Ogilvy Singapore	HSBC Singapore	5.0 Outdoor Gongs	5.12 Gong For Good: Outdoor
Tickets for Your Thoughts	Blak Labs Singapore	Mental Health Film Festival Singapore	5.0 Outdoor Gongs	5.12 Gong For Good: Outdoor
Bald Spots	Mullenlowe Singapore	CLEAR Men	5.0 Outdoor Gongs	5.6 Best use of Live Outdoor Experiences
Clubs with Disabilities	Ogilvy Singapore	HSBC Singapore	5.0 Outdoor Gongs	5.6 Best use of Live Outdoor Experiences
See the New Forest	Ogilvy Singapore	Changi Airport Group	5.0 Outdoor Gongs	5.6 Best use of Live Outdoor Experiences
Raise Your Arms	Ogilvy Singapore	Dove	5.0 Outdoor Gongs	5.8 Best use of Cultural Insights in Outdoor
Clubs with Disabilities	Ogilvy Singapore	HSBC Singapore	5.0 Outdoor Gongs	5.9 Creative Effectiveness: Outdoor
LEGO Play Terrace	Our Lego Agency (OLA)	Lego	5.0 Outdoor Gongs	5.9 Creative Effectiveness: Outdoor
Let The Streets Design	Digitas Singapore	Novelship	6.0 Design Gongs	6.13 Breakthrough on a Budget: Design
Video Vinyl	Ogilvy Singapore	The Coca-Cola Company	6.0 Design Gongs	6.4 Motion Design
Touch WOODS'	Fishermen Co.	WOODS'	6.0 Design Gongs	6.7 Packaging Design
The RESTEN Bag	The Secret Little Agency	KEA	6.0 Design Gongs	6.8 Product Design



Bronze

Entry	Agency	Brand/Client	Parent category	Category
Mandai Ranger Buddies Quest	Pico Art international	Mandai Wildlife Reserve	6.0 Design Gongs	6.9 Innovation in Design
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	7.0 Direct Gongs	7.2 Best use of Direct (Film, Radio & Audio Broadcast Channels)
Kings' Banners: A Spotify Fan Powered Playlist	Spotify	Spotify	7.0 Direct Gongs	7.4 Best use of Direct (Digital Channels)
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	7.0 Direct Gongs	7.5 Best Customer Retention/Loyalty Campaign
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	7.0 Direct Gongs	7.6 Innovation in Direct
Transition Body Lotion	Ogilvy Singapore	Vaseline	7.0 Direct Gongs	7.6 Innovation in Direct
The Scent of Money	The Secret Little Agency	DBS Singapore	7.0 Direct Gongs	7.7 Best use of Cultural Insights in Direct
Audioboobs by Smile Makers	Mullenlowe Singapore	Smile Makers	8.0 Media Gongs	8.1 Best use of Film, Radio & Audio Platforms
Created at 30,000 FT	TBWA\ Singapore	Singapore Airlines	8.0 Media Gongs	8.3 Best use of Ambient, Events & Stunts
Enter the Circleverse	BBH Singapore	Samsung	8.0 Media Gongs	8.3 Best use of Ambient, Events & Stunts
The Visa Loophole	Ogilvy Singapore	Shea Moisture	8.0 Media Gongs	8.3 Best use of Ambient, Events & Stunts
Kings' Banners: A Spotify Fan Powered Playlist	Spotify	Spotify	8.0 Media Gongs	8.4 Best use of Digital & Mobile Platforms
The End	VML Singapore	LUX	8.0 Media Gongs	8.8 Best use of Cultural Insights
Enter the Circleverse	BBH Singapore	Samsung	8.0 Media Gongs	8.9 Creative Effectiveness: Media
Transition Body Lotion	Ogilvy Singapore	Vaseline	9.0 PR Gongs	9.10 Best use of Cultural Insights
Kings' Banners: A Spotify Fan Powered Playlist	Spotify	Spotify	9.0 PR Gongs	9.2 Best use of Digital & Mobile Platforms
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	9.0 PR Gongs	9.3 Social Community Building and Management
Skins For Skin	Ogilvy Singapore	Vaseline	9.0 PR Gongs	9.3 Social Community Building and Management
Transition Body Lotion	Ogilvy Singapore	Vaseline	9.0 PR Gongs	9.5 Co-creation & User Generated Content
Enter the Circleverse	BBH Singapore	Samsung	9.0 PR Gongs	9.8 Best use of Celebrity, Influencers & Key Opinion Leaders
See the New Forest	Ogilvy Singapore	Changi Airport Group	9.0 PR Gongs	9.8 Best use of Celebrity, Influencers & Key Opinion Leaders
Skins For Skin	Ogilvy Singapore	Vaseline	9.0 PR Gongs	9.8 Best use of Celebrity, Influencers & Key Opinion Leaders





Silver Winners



GONG AWARDS 2024

Silver

Entry	Agency	Brand/Client	Parent category	Category
Galaxy S24: Grandpa Must Win	BBH Singapore	Samsung	1.0 Film Gongs	1.1 Film (Broadcast and/or Cinema)
Galaxy S24: Grandpa Must Win	BBH Singapore	Samsung	1.0 Film Gongs	1.2 Film (Online)
GXBank – #SepoketImian: A Pocketful Of Dreams	VaynerMedia APAC	GX Bank	1.0 Film Gongs	1.2 Film (Online)
Galaxy S24: Grandpa Must Win	BBH Singapore	Samsung	1.0 Film Gongs	1.5 Best use of Cultural Insights in Film
Galaxy S24 Global Launch	BBH Singapore	Samsung	1.0 Film Gongs	1.8 Best use of Integrated Film Campaign
NAC A Dance To Remember	BLKJ Havas	National Arts Council Singapore	1.0 Film Gongs	1.9 Breakthrough on a Budget: Film
Skins For Skin	Ogilvy Singapore	Vaseline	10.0 Brand Experience & Activation Gongs	10.13 Gong for Good: Brand Experience & Activation
Bald Spots	Mullenlowe Singapore	CLEAR Men	10.0 Brand Experience & Activation Gongs	10.3 Best use of Events & Live Experiences
Heineken - Laundromatch	Le Pub	Heineken	10.0 Brand Experience & Activation Gongs	10.3 Best use of Events & Live Experiences
The Visa Loophole	Ogilvy Singapore	Shea Moisture	10.0 Brand Experience & Activation Gongs	10.3 Best use of Events & Live Experiences
JBK Quantum Guide Play	BLKJ Havas	Harman International	10.0 Brand Experience & Activation Gongs	10.8 Innovation in Brand Experience & Activation
National Library Board - Playbrary	Le Pub	National Library Board	10.0 Brand Experience & Activation Gongs	10.8 Innovation in Brand Experience & Activation
Skins For Skin	Ogilvy Singapore	Vaseline	10.0 Brand Experience & Activation Gongs	10.8 Innovation in Brand Experience & Activation
Skins For Skin	Ogilvy Singapore	Vaseline	10.0 Brand Experience & Activation Gongs	10.9 Best use of Cultural Insights in Brand Experience & Activation
HSBC AdventureVerse	Ogilvy Singapore	HSBC Singapore	11.0 Mobile & Digital Gongs	11.1 Best use of Digital Platforms
Metal Combat: The Gong Awards 2024	BBH Singapore	The AAMS Limited	11.0 Mobile & Digital Gongs	11.1 Best use of Digital Platforms
Heineken - Enjoy the Smoothness	Le Pub	Heineken	11.0 Mobile & Digital Gongs	11.10 Creative Effectiveness: Mobile &/Or Digital
Mandai Ranger Buddies Quest	Pico Art International	Mandai Wildlife Reserve	11.0 Mobile & Digital Gongs	11.11 Best Integrated Mobile &/Or Digital-led Campaign
Getting Ready	VML Singapore	LUX	11.0 Mobile & Digital Gongs	11.13 Gong for Good: Mobile &/Or Digital
Mandai Ranger Buddies Quest	Pico Art International	Mandai Wildlife Reserve	11.0 Mobile & Digital Gongs	11.2 Best use of Mobile & Wearable Platforms
LEGO Tuxedo Cat (Digital on X)	Our Lego Agency (OLA)	Lego	11.0 Mobile & Digital Gongs	11.3 Best use of Social & Messaging Platforms
Heineken - Enjoy the Smoothness	Le Pub	Heineken	11.0 Mobile & Digital Gongs	11.6 Best use of Data
Mandai Ranger Buddies Quest	Pico Art International	Mandai Wildlife Reserve	11.0 Mobile & Digital Gongs	11.7 Digitally Enhanced Physical Experiences
National Library Board - Playbrary	Le Pub	National Library Board	11.0 Mobile & Digital Gongs	11.8 Innovation in Mobile &/Or Digital
See the New Forest	Ogilvy Singapore	Changi Airport Group	12.0 Social & Influencer Gongs	12.1 Best use of Community Management
GOMO TikTok Hijack	Publicis Chemistry	Singtel	12.0 Social & Influencer Gongs	12.11 Breakthrough on a Budget: Social & Influencer
The INVSBAL Collection	The Secret Little Agency	IKEA	12.0 Social & Influencer Gongs	12.11 Breakthrough on a Budget: Social & Influencer
GOMO TikTok Hijack	Publicis Chemistry	Singtel	12.0 Social & Influencer Gongs	12.2 Best use of Real-Time Response
Sentosa First Dippers	GOVT Singapore	Sentosa Development Corporation	12.0 Social & Influencer Gongs	12.2 Best use of Real-Time Response
GOMO TikTok Hijack	Publicis Chemistry	Singtel	12.0 Social & Influencer Gongs	12.3 Best use of Social Data & Insights



Silver

Entry	Agency	Brand/Client	Parent category	Category
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	12.0 Social & Influencer Gongs	12.4 Best use of Brand Storytelling
GOMO TikTok Hijack	Publicis Chemistry	Singtel	12.0 Social & Influencer Gongs	12.6 Innovative Use of Influencers
The Most Expensive Home In Singapore	Hogarth Worldwide	Central Narcotics Bureau	12.0 Social & Influencer Gongs	12.6 Innovative Use of Influencers
Durex ForePlay	BLKJ Havas	Durex	12.0 Social & Influencer Gongs	12.9 Best use of Cultural Insights
Touch WOODS'	Fishermen Co.	WOODS'	12.0 Social & Influencer Gongs	12.9 Best use of Cultural Insights
Anything but Regular - EOS	Freeflow Productions	DDB	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
Bowmore LNY'24	Leo Burnett	Bowmore	13C Craft Gongs: Physical Craft	13.17 Physical Craft: Art Direction
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	13C Craft Gongs: Physical Craft	13.17 Physical Craft: Art Direction
Situationships	Ogilvy Singapore	Closeup	13C Craft Gongs: Physical Craft	13.17 Physical Craft: Art Direction
Anything but Regular - EOS	Freeflow Productions	DDB	13A Craft Gongs: Film/Branded Entertainment Craft	13.2 Film/Branded Entertainment: Cinematography
Circle it, Find it	BBH Singapore	Samsung	13A Craft Gongs: Film/Branded Entertainment Craft	13.2 Film/Branded Entertainment: Cinematography
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	13A Craft Gongs: Film/Branded Entertainment Craft	13.2 Film/Branded Entertainment: Cinematography
Metal Combat: The Gong Awards 2024	BBH Singapore	The AAMS Limited	13D Craft Gongs: Digital Craft	13.25 Digital Craft: User Interface
National Library Board - Playbrary	Le Pub	National Library Board	13D Craft Gongs: Digital Craft	13.25 Digital Craft: User Interface
Metal Combat	FVSE Singapore	BBH Singapore	13D Craft Gongs: Digital Craft	13.26 Digital Craft: Music & Sound Design
U Mobile Project iContact	BLKJ Havas	U Mobile	13D Craft Gongs: Digital Craft	13.27 Digital Craft: Digitally Enhanced Physical Experiences
Anything but Regular - MDES	Freeflow Productions	DDB	13A Craft Gongs: Film/Branded Entertainment Craft	13.3 Film/Branded Entertainment: Editing
Extended Love: A Chinese New Year Short Film	Mullenlowe Singapore	Ministry of Digital Development and Information	13A Craft Gongs: Film/Branded Entertainment Craft	13.5 Film/Branded Entertainment: Casting
Apple iPhone 15 Don't Make it Complicated	The P Film	Apple	13A Craft Gongs: Film/Branded Entertainment Craft	13.6 Film/Branded Entertainment: Art Direction
Income's Investment Linked Plans: Flexi Cat	BBH Singapore	Income Insurance	13A Craft Gongs: Film/Branded Entertainment Craft	13.6 Film/Branded Entertainment: Art Direction
Lazada CVP - Everything and Anything	Freeflow Productions	Lazada	13A Craft Gongs: Film/Branded Entertainment Craft	13.6 Film/Branded Entertainment: Art Direction
LEGO Play Unstoppable Shorts	Our Lego Agency (OLA)	Lego	13A Craft Gongs: Film/Branded Entertainment Craft	13.6 Film/Branded Entertainment: Art Direction
Maison Kitsune	Heckler Singapore	Procter & Gamble	13A Craft Gongs: Film/Branded Entertainment Craft	13.7 Film/Branded Entertainment: Visual Effects
GXBank -- #Sepoketimian: A Pocketful Of Dreams	VaynerMedia APAC	GX Bank	13A Craft Gongs: Film/Branded Entertainment Craft	13.8 Film/Branded Entertainment: Animation
The Sound of Singapore Airlines - A melodic journey awaits	TBWA\ Singapore	Singapore Airlines	13A Craft Gongs: Film/Branded Entertainment Craft	13.8 Film/Branded Entertainment: Animation
Anything but Regular - EOS	Freeflow Productions	DDB	13A Craft Gongs: Film/Branded Entertainment Craft	13.9 Film/Branded Entertainment: Use of Original Music
Raya 2024 A Raya A.I.dilfitri Ad	GOVT Singapore	Julie's Manufacturing	2.0 Branded Entertainment Gongs	2.1 Best use of Film
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	2.0 Branded Entertainment Gongs	2.10 Best Integrated Branded Entertainment Campaign
National Library Board - Playbrary	Le Pub	National Library Board	2.0 Branded Entertainment Gongs	2.4 Best use of Metaverse, New Realities & Emerging Tech
The Visa Loophole	Ogilvy Singapore	Shea Moisture	2.0 Branded Entertainment Gongs	2.5 Best use of Cultural Insights

Silver

Entry	Agency	Brand/Client	Parent category	Category
Enter the Circleverse	BBH Singapore	Samsung	5.0 Outdoor Gongs	5.3 Best use of Digital Screens
Heineken - Laundromatch	Le Pub	Heineken	5.0 Outdoor Gongs	5.6 Best use of Live Outdoor Experiences
GO MongOLia	Edelman Singapore	Government of Mongolia	6.0 Design Gongs	6.1 Brand Identity Design
Theatre of the Mind	Blak Labs Singapore	Mental Health Film Festival Singapore	6.0 Design Gongs	6.14 Gong for Good: Design
Metal Combat: The Gong Awards 2024	BBH Singapore	The AAMS Limited	6.0 Design Gongs	6.18 Design Craft: Illustration
Situationships	Ogilvy Singapore	Closeup	6.0 Design Gongs	6.18 Design Craft: Illustration
Metal Combat: The Gong Awards 2024	BBH Singapore	The AAMS Limited	6.0 Design Gongs	6.5 Digital & Interactive Design
Video Vinyl	Ogilvy Singapore	The Coca-Cola Company	6.0 Design Gongs	6.7 Packaging Design
Mandai Ranger Buddies Quest	Pico Art International	Mandai Wildlife Reserve	6.0 Design Gongs	6.8 Product Design
Bald Spots	Mullenlowe Singapore	CLEAR Men	7.0 Direct Gongs	7.3 Best use of Direct (Print & Outdoor Channels)
LEGO Rain Codes	Our Lego Agency (OLA)	Lego	7.0 Direct Gongs	7.4 Best use of Direct (Digital Channels)
IN HER NAME	VML Singapore	LUX	7.0 Direct Gongs	7.7 Best use of Cultural Insights in Direct
Transition Body Lotion	Ogilvy Singapore	Vaseline	7.0 Direct Gongs	7.7 Best use of Cultural Insights in Direct
Heineken - Enjoy the Smoothness	Le Pub	Heineken	7.0 Direct Gongs	7.8 Creative Effectiveness: Direct
National Library Board - Playbrary	Le Pub	National Library Board	8.0 Media Gongs	8.12 Gong for Good: Media
National Library Board - Playbrary	Le Pub	National Library Board	8.0 Media Gongs	8.7 Innovation in Media
IN HER NAME	VML Singapore	LUX	9.0 PR Gongs	9.10 Best use of Cultural Insights
A Million Logos	Ogilvy Singapore	Colgate	9.0 PR Gongs	9.12 Best Integrated PR-Led Campaign
Skins For Skin	Ogilvy Singapore	Vaseline	9.0 PR Gongs	9.14 Gong for Good: PR
Skins For Skin	Ogilvy Singapore	Vaseline	9.0 PR Gongs	9.2 Best use of Digital & Mobile Platforms
STILL THERE	VML Singapore	LUX	9.0 PR Gongs	9.6 Brand Voice & Strategic Storytelling
Transition Body Lotion	Ogilvy Singapore	Vaseline	9.0 PR Gongs	9.7 Launch / Re-launch





Gold Winners



GONG AWARDS 2024

Gold

Entry	Agency	Brand/Client	Parent category	Category
Raya 2024 A Raya A.1.dilfitri Ad	GOVT Singapore	Julie's Manufacturing	1.0 Film Gongs	1.2 Film (Online)
Raya 2024 A Raya A.1.dilfitri Ad	GOVT Singapore	Julie's Manufacturing	1.0 Film Gongs	1.5 Best use of Cultural Insights in Film
The Visa Loophole	Ogilvy Singapore	Shea Moisture	10.0 Brand Experience & Activation Gongs	10.1 Best use of Non-Digital-led Brand Experience & Activation
Heineken - Enjoy the Smoothness	Le Pub	Heineken	10.0 Brand Experience & Activation Gongs	10.4 Best use of Sponsorships & Partnerships
Heineken - Laundromatch	Le Pub	Heineken	10.0 Brand Experience & Activation Gongs	10.4 Best use of Sponsorships & Partnerships
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	10.0 Brand Experience & Activation Gongs	10.5 Best Launch/Relaunch
Transition Body Lotion	Ogilvy Singapore	Vaseline	10.0 Brand Experience & Activation Gongs	10.5 Best Launch/Relaunch
The Visa Loophole	Ogilvy Singapore	Shea Moisture	10.0 Brand Experience & Activation Gongs	10.9 Best use of Cultural Insights in Brand Experience & Activation
Transition Body Lotion	Ogilvy Singapore	Vaseline	10.0 Brand Experience & Activation Gongs	10.9 Best use of Cultural Insights in Brand Experience & Activation
National Library Board - Playbrary	Le Pub	National Library Board	11.0 Mobile & Digital Gongs	11.4 Best use of Metaverse, New Realities & Emerging Tech
Kings' Banners: A Spotify Fan Powered Playlist	Spotify	Spotify	11.0 Mobile & Digital Gongs	11.6 Best use of Data
The End	VML Singapore	LUX	11.0 Mobile & Digital Gongs	11.9 Best use of Cultural Insights in Mobile &/Or Digital
Epic Night Out	Ogilvy Singapore	The Coca-Cola Company	12.0 Social & Influencer Gongs	12.10 Best Integrated Social & Influencer Campaign
Kings' Banners: A Spotify Fan Powered Playlist	Spotify	Spotify	12.0 Social & Influencer Gongs	12.3 Best use of Social Data & Insights
Transition Body Lotion	Ogilvy Singapore	Vaseline	12.0 Social & Influencer Gongs	12.4 Best use of Brand Storytelling
N HER NAME	VML Singapore	LUX	12.0 Social & Influencer Gongs	12.9 Best use of Cultural Insights
Transition Body Lotion	Ogilvy Singapore	Vaseline	12.0 Social & Influencer Gongs	12.9 Best use of Cultural Insights
Ministry of Digital Development and Information Masih	The P Film	Ministry of Digital Development and Information	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
Raya 2024 A Raya A.1.dilfitri Ad	GOVT Singapore	Julie's Manufacturing	13A Craft Gongs: Film/Branded Entertainment Craft	13.1 Film/Branded Entertainment: Direction
"Don't Make It Complicated"	Massive Music	Apple	13A Craft Gongs: Film/Branded Entertainment Craft	13.11 Film/Branded Entertainment: Use of Sound Design
IBL Quantum Guide Play	BLKJ Havas	Harman International	13B Craft Gongs: Radio & Audio Craft	13.16 Radio & Audio: Use of Sound Design
Apple iPhone 15 Don't Make it Complicated	The P Film	Apple	13A Craft Gongs: Film/Branded Entertainment Craft	13.2 Film/Branded Entertainment: Cinematography
Galaxy Watch Ultra Launch Film	BBH Singapore	Samsung	13A Craft Gongs: Film/Branded Entertainment Craft	13.2 Film/Branded Entertainment: Cinematography
Bowmore LNY'24	Leo Burnett	Bowmore	13C Craft Gongs: Physical Craft	13.20 Physical Craft: Illustration
LEGO Space Travel Posters	Dur Lego Agency (OLA)	Lego	13C Craft Gongs: Physical Craft	13.20 Physical Craft: Illustration
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	13C Craft Gongs: Physical Craft	13.21 Physical Craft: Photography
A Flight of Feelings	TBWA\ Singapore	Singapore Airlines	13D Craft Gongs: Digital Craft	13.23 Digital Craft: Copywriting
Raya 2024 A Raya A.1.dilfitri Ad	GOVT Singapore	Julie's Manufacturing	13A Craft Gongs: Film/Branded Entertainment Craft	13.4 Film/Branded Entertainment: Script
NAC A Dance To Remember	BLKJ Havas	National Arts Council Singapore	13A Craft Gongs: Film/Branded Entertainment Craft	13.5 Film/Branded Entertainment: Casting
Income's Investment Linked Plans: Flexi Cat	BBH Singapore	Income Insurance	13A Craft Gongs: Film/Branded Entertainment Craft	13.7 Film/Branded Entertainment: Visual Effects

Gold

Entry	Agency	Brand/Client	Parent category	Category
Money Trees	Heckler Singapore	Greenpeace International	13A Craft Gongs: Film/Branded Entertainment Craft	13.7 Film/Branded Entertainment: Visual Effects
Singapore Tourism Board: Heritage Billboards	BBH Singapore	Singapore Tourism Board	13A Craft Gongs: Film/Branded Entertainment Craft	13.8 Film/Branded Entertainment: Animation
GXBank – #Sepoketmian: A Pocketful Of Dreams	VaynerMedia APAC	GX Bank	13A Craft Gongs: Film/Branded Entertainment Craft	13.9 Film/Branded Entertainment: Use of Original Music
Can ACT Against Scams	Ogilvy Singapore	National Crime Prevention Council	13A Craft Gongs: Film/Branded Entertainment Craft	13.9 Film/Branded Entertainment: Use of Original Music
Skins For Skin	Ogilvy Singapore	Vaseline	2.0 Branded Entertainment Gongs	2.12 Gong for Good: Branded Entertainment
Raya 2024 A Raya A.Li.dilfitri Ad	GOVT Singapore	Julie's Manufacturing	2.0 Branded Entertainment Gongs	2.5 Best use of Cultural Insights
BL Quantum Guide Play	BLKJ Havas	Harman International	2.0 Branded Entertainment Gongs	2.7 Best use of Gaming
Skins For Skin	Ogilvy Singapore	Vaseline	2.0 Branded Entertainment Gongs	2.7 Best use of Gaming
BL Quantum Guide Play	BLKJ Havas	Harman International	3.0 Radio & Audio Gongs	3.5 Innovation in Radio & Audio
BL Quantum Guide Play	BLKJ Havas	Harman International	3.0 Radio & Audio Gongs	3.9 Gong for Good: Radio & Audio
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	4.0 Print & Publishing Gongs	4.1 Best use of Print
LEGO Tuxedo Catalogue	Our Lego Agency (OLA)	Lego	4.0 Print & Publishing Gongs	4.2 Best use of Printed or Published Media
The Rooms That Remain	Mullenlowe Singapore	Youthline	5.0 Outdoor Gongs	5.12 Gong For Good: Outdoor
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	5.0 Outdoor Gongs	5.2 Best use of Posters
Heineken - Laundromatch	Le Pub	Heineken	5.0 Outdoor Gongs	5.3 Best use of Digital Screens
Bald Spots	Mullenlowe Singapore	CLEAR Men	5.0 Outdoor Gongs	5.4 Best use of Ambient
Condensation Cleanser	Mullenlowe Singapore	Lifebuoy	5.0 Outdoor Gongs	5.4 Best use of Ambient
The Visa Loophole	Ogilvy Singapore	Shea Moisture	5.0 Outdoor Gongs	5.6 Best use of Live Outdoor Experiences
Condensation Cleanser	Mullenlowe Singapore	Lifebuoy	5.0 Outdoor Gongs	5.8 Best use of Cultural Insights in Outdoor
The Visa Loophole	Ogilvy Singapore	Shea Moisture	5.0 Outdoor Gongs	5.8 Best use of Cultural Insights in Outdoor
Video Vinyl	Ogilvy Singapore	The Coca-Cola Company	6.0 Design Gongs	6.3 Printed Communication Design
Bald Spots	Mullenlowe Singapore	CLEAR Men	6.0 Design Gongs	6.6 Environment & Experience Design
Mandai Ranger Buddies Quest	Pico Art International	Mandai Wildlife Reserve	6.0 Design Gongs	6.6 Environment & Experience Design
The PUMA Foosbox	GOVT Singapore	PUMA Singapore	6.0 Design Gongs	6.7 Packaging Design
Condensation Cleanser	Mullenlowe Singapore	Lifebuoy	6.0 Design Gongs	6.9 Innovation in Design
Heineken - Enjoy the Smoothness	Le Pub	Heineken	7.0 Direct Gongs	7.4 Best use of Direct (Digital Channels)
Skins For Skin	Ogilvy Singapore	Vaseline	7.0 Direct Gongs	7.6 Innovation in Direct
Skins For Skin	Ogilvy Singapore	Vaseline	7.0 Direct Gongs	7.7 Best use of Cultural Insights in Direct
Skins For Skin	Ogilvy Singapore	Vaseline	7.0 Direct Gongs	7.8 Creative Effectiveness: Direct
A Million Logos	Ogilvy Singapore	Colgate	7.0 Direct Gongs	7.9 Best Integrated Direct-led Campaign
Bald Spots	Mullenlowe Singapore	CLEAR Men	8.0 Media Gongs	8.11 Breakthrough on a Budget: Media
Bald Spots	Mullenlowe Singapore	CLEAR Men	8.0 Media Gongs	8.3 Best use of Ambient, Events & Stunts
Condensation Cleanser	Mullenlowe Singapore	Lifebuoy	8.0 Media Gongs	8.3 Best use of Ambient, Events & Stunts
See the New Forest	Ogilvy Singapore	Changi Airport Group	8.0 Media Gongs	8.5 Best use of Social Platforms
Condensation Cleanser	Mullenlowe Singapore	Lifebuoy	8.0 Media Gongs	8.8 Best use of Cultural Insights
Lifebuoy Diagnostic	Edelman Singapore	Lifebuoy	9.0 PR Gongs	9.14 Gong for Good: PR
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	9.0 PR Gongs	9.7 Launch / Re-launch



People Awards



GONG AWARDS 2024

People Awards

People Awards

Young Copywriter of the Year	Xin Ying Peh	MullenLowe Singapore
Young Art Director of the Year	Maggie Michella	Ogilvy Singapore
Photographer of the Year	Esther Sutanto	Sauce Universe
Director of the Year	Xavier Mairesse	Sauce Universe
Producer of the Year (Production House)	Josh Patil	Sauce Universe
Producer of the Year (Agency)	Luke Pidgeon	Ogilvy Singapore
Creative Director of the Year	Stephan Schwarz	Ogilvy Singapore
Designer of the Year	Teoh Soon Heng	Pico Art International
Copywriter of the Year	Jerome Toh	Ogilvy Singapore
Art Director of the Year	Sunny Chuang	BLKJ Havas
Strategist of the Year	Mellita Angga	Ogilvy Singapore
Account Person of the Year	Vanessa Liu	LePub APAC
Young Account Person of the Year	Faith Khong	GOVT Singapore
Young Director of the Year	Joey Tan	Freeflow Productions



Best of Categories



GONG AWARDS 2024

Best of Categories

BEST OF CATEGORIES

The Visa Loophole	Ogilvy Singapore	Shea Moisture	10.0 Brand Experience & Activation Gongs
Transition Body Lotion	Ogilvy Singapore	Vaseline	12.0 Social & Influencer Gongs
Money Trees	Heckler Singapore	Greenpeace International	13A Craft Gongs: Film/Branded Entertainment Craft
Skins For Skin	Ogilvy Singapore	Vaseline	2.0 Branded Entertainment Gongs
JBL Quantum Guide Play	BLKJ Havas	Harman International	3.0 Radio & Audio Gongs
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	4.0 Print & Publishing Gongs
The Visa Loophole	Ogilvy Singapore	Shea Moisture	5.0 Outdoor Gongs
Mandai Ranger Buddies Quest	Pico Art International	Mandai Wildlife Reserve	6.0 Design Gongs
Skins For Skin	Ogilvy Singapore	Vaseline	7.0 Direct Gongs
See the New Forest	Ogilvy Singapore	Changi Airport Group	8.0 Media Gongs
Rockstar Status	Ogilvy Singapore	ARTOTEL Group	9.0 PR Gongs



Big Gongs



GONG AWARDS 2024

Big Gongs

Big GONGs

Independent Agency of the Year

Digital Agency of the Year

Design Agency of the Year

Production Company of the Year

Advertiser of the Year

Agency of the Year

GOVT Singapore

Le Pub

Ogilvy Singapore

The P Film

Vaseline

Ogilvy Singapore



GONG AWARDS 2024



Best of Show



GONG AWARDS 2024

Best of Show

Best of Show

Rockstar Status

Ogilvy Singapore

ARTOTEL Group



GONG AWARDS 2024