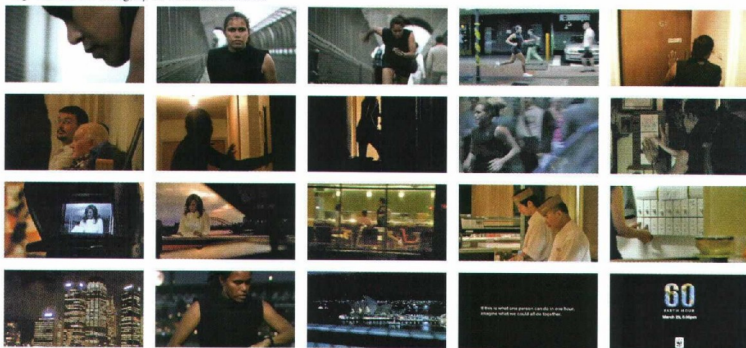


# The AdAsia Green Awards

Top winner in Category 1: Caravan Pictures



We had a very good response to the inaugural awards which we have started to encourage people to think more about protecting the environment.

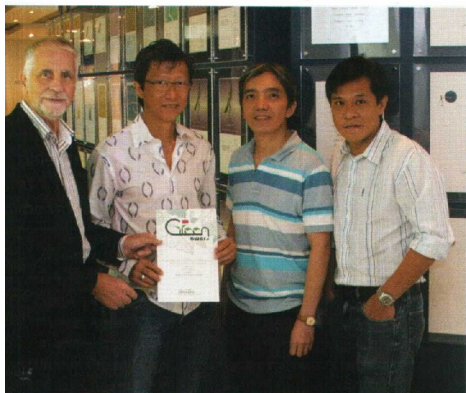
Awards have been given to agencies producing ads or mailings and to companies large and small which are taking steps internally to reduce their carbon footprint.

Although the awards were specifically for Singapore, we did get entries from some regional players and decided to widen the net.

The judges found it impossible to fairly compare steps that each company had taken and to judge which has made the biggest reduction in its impact on the planet.

However, within the advertising category, one piece was selected as the Best while we gave the most deserving entries in all four, the accolade of 'Outstanding'.

We congratulate all the winners and hope they will continue to play their part in creating awareness and demonstrating how possible it is for each of us as an individual or as a company to start making a difference to the world.



Allein Moore, Publisher & Editor of AdAsia, presented the magazine's Green Award to ad agency Y&R Singapore. With him are Executive Creative Director Patrick Low, Senior Art Director Low Eng Hong and Copy Group Head Chris Yap. The agency created an advertisement/poster for the Singapore Environment Council featuring snow globes to give a grim reminder of what could happen if the sea levels rise and urging everyone to embrace a more eco-friendly lifestyle.

## Category (1) For the best creative execution of a press or film advertisement selling a 'green' product, service or organisation.

**Winner Agency** Y&R Singapore **Client** Singapore Environmental Council

**Winner Client** Discovery Networks Asia Pacific

**Winner Agency** 3-Sixty Brand Communication **Client** CapitaLand

**Winner Agency** A1 Brand **Client** SMRT Corporation

**Winner Agency** GTA World **Client** Megaman Asia/ Neolite Electronic & Electric

**Winner Client** Orient Design

**Best Agency** Caravan Pictures (Television Commercial Production Company) **Client** The World Wildlife Fund (for Earth Hour 2008)

## Category (2) For the best direct mail piece promoting a 'green' product, service or organisation.

**Winner Client** Discovery Networks Asia Pacific

**Winner Client** K-GIC Advertising **Agency** K-GIC Advertising

## Category (3) For the MNC with an office in Singapore that has been the most active in reducing its carbon footprint.

**Winner Company** Bartle Bogle Hegarty

**Winner Company** CapitaLand

**Winner Company** Discovery Networks Asia Pacific

**Winner Company** Hewlett-Packard Singapore

**Winner Company** NTUC Fairprice

**Winner Company** Polycom Asia Pacific Headquarters, Singapore

## Category (4) For an SME based in Singapore that can show it has been significantly reducing its carbon footprint.

No winners



Ivy Liang, VP of Marketing, HP Imaging & Printing Group, Asia Pacific & Japan, received the AdAsia Green Award for MNCs from Allein Moore. This civic-conscious company has installed a Building Automation System that ensures all light and air-conditioning in the HP Sales building compounds are switched off at a certain time. Installing electronic ballasts in the florescent lighting has reduced lighting energy consumption by 25% while turn taps were replaced with press taps to save water in the toilets. The amount of water used in toilet flushes was reduced from 9 litres a few years ago to currently only 4.5 litres.