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NEWS RELEASE

FOR IMMEDIATE RELEASE

**PRISM Awards 2021: Esther An conferred Lifetime PR Achievement Award;
Roche Diagnostics Asia Pacific clinches 'Best COVID-19 Pandemic Campaign
Pivot' and 'Outstanding PR Campaign of the Year'**

Singapore, 15 December 2021 – Esther An of City Developments Ltd is conferred the Lifetime PR Achievement Award, and Roche Diagnostics Asia Pacific has emerged as the winner of 'Best COVID-19 Pandemic Campaign Pivot' and 'Outstanding PR Campaign of the Year' at the PRISM Awards 2021. 'Outstanding PR Consultancy of the Year' went to Rice Communications and PRecious Communications. A total of 44 winners walked away with awards in some 27 categories.

Celebrating Singapore's brightest stars in PR and communications, the PRISM Awards ceremony was held on 15 December at the Parkroyal Collection Marina Bay, with Guest-of-Honour Mr Tan Kiat How, Minister of State, Ministry of Communications and Information, in attendance. 50 guests attended the ceremony in person, with an additional 100 viewers watching the livestream online.

Organised by the Institute of Public Relations of Singapore (IPRS), PRISM Awards 2021 received a total of 86 submissions across 31 award categories. A total of 44 awards were given out this year, including 15 Merit Awards, 9 Distinction Awards, 7 Excellence Awards, 1 Outstanding PR Campaign Award and 12 People Awards.

Koh Juat Muay, President, IPRS Council 2021/2023 said: "Since 1987, the IPRS has presented the PRISM Awards biennially to honour the very best in the PR and communications industry. Today PRISM remains one of the most prestigious awards."

"The winning entries and the winners this year reveal a singular story - the resilience of our people, the ingenuity of the campaigns and strength of the organisations that continues to thrive in an evolving local and global communications landscape.



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IPRS is privileged to hold PRISM Awards 2021 and share in the pride of profession demonstrated by our people and in the brilliance of their campaigns.

Our winners truly embody the meaning of PRISM and that is Public Relations In the Service of Mankind,” added Juat Muay.

Judged by a panel of established business leaders and senior practitioners, there was intense competition in several categories, including the newly introduced ‘Best COVID-19 Pandemic Campaign Pivot’ (9 entries), ‘Outstanding Corporate Reputation Programme’ (6 entries), ‘Outstanding Campaign by a NGO/NPO’ (5 entries) as well as ‘Outstanding PR Consultancy of the Year’ (5 entries).

Other notable winners include PR Communications, which swept 7 awards, Certis for ‘Outstanding In-House Communications Team’, and Distillari’s Jian Yang for ‘Outstanding PR Champion’.

Eight new categories were introduced in 2021, including ‘Best COVID-19 Pandemic Campaign Pivot’, ‘Outstanding Healthcare Communicator Award (Organisation and Individual), and ‘Outstanding Environment, Social and Governance (ESG) Communications Programme’. The qualifying period for the 2021 PRISM Awards is from 1 July 2019 to 30 June 2021.

The PRISM Award 2021 trophy is specially commissioned with sustainability in mind. Designed by Synergraphic, it is handcrafted using layers of glass offcuts and fusing them in the kiln by glass artisans in Singapore. Spread like a bird’s wing this sculpture represents the soaring voices and resounding light that is befitting of only the best in the industry.

For more information, visit: <https://www.iprs.org.sg/prism-awards-2021/>.

Download the PRISM Awards 2021 Entry Kit [here](#).

About The IPRS

IPRS, established in 1970 as a non-profit organisation, is the only accrediting body for Public Relations (PR) practitioners in Singapore. The Institute promotes excellence in



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the industry through knowledge exchange platforms and training programmes that are aligned with the many changes and developments in the practice of PR and Communications today.

IPRS has a growing membership consisting of professionals from diverse backgrounds in public relations, journalism, advertising, marketing, education and management – a factor that has contributed to the Institute’s strength and dynamism.

There are nine Student Chapters with various tertiary institutions to create opportunities for communications students and IPRS members to share expertise and experiences.

The IPRS introduced the Biennial PRISM Awards (Public Relations In the Service of Mankind) in 1987 to recognise and reward excellence in PR and Communications in Singapore and the region.

For Media Enquiries:

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Institute of Public Relations Singapore PRISM Awards 2021 Winner's List

Unless otherwise stated, the qualifying period for the work submitted for consideration for all award categories is from 1 July 2019 and 30 June 2021.

Campaign Awards

Outstanding Overall Corporate Reputation Programme – Singapore

This award recognizes programmes that were designed to build or enhance the organisation's overall reputation and image amongst its stakeholders.

Excellence

Project: "Samsung Singapore Solve for Tomorrow 2020 – Empowering the Youth of Today to Solve for Tomorrow"
Winner: Samsung Electronics
Agency: IN.FOM

Merit Award

Project: "Mediacorp Cares: An Overview of Mediacorp's Efforts at Championing Abilities"
Winner: Mediacorp

Best COVID-19 Pandemic Campaign Pivot

This award recognises the best pivot in messaging and execution for a PR campaign in direct response to the impact of COVID-19, after the campaign was to be or had been launched during the qualifying period to stay relevant in the new and challenging environment.

Excellence Award

Project: "Dia:gram: Reinventing the value of diagnostics"
Winner: Roche Diagnostics Asia Pacific

Distinction Award

Project: "We are Stronger Together"
Winner: Medtronic

Merit Award

Project: "Soaper 5 to the Rescue: From School to Community, Fighting COVID-19 – Together!"
Winner: Ministry of Education

Merit Award

Project: "Our Response to COVID-19"
Winner: Certis



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Merit Award

Project: “#EmbracingNewNorms during unprecedented times”
Winner: AIA Singapore
Agency: Ogilvy Singapore

Outstanding Public Sector Campaign

This award recognises programmes or campaigns that advance the public’s understanding of policies, societal issues or concerns, or those that seek to influence public behaviour and attitudes, that were organised by public sector organisations, or agencies on behalf of public sector organisations.

Distinction Award

Project: “Beyond the Label”
Winner: National Council of Social Service

Outstanding Campaign by a Non-Government Organisation or Not-For-Profit Organisations

This award recognises programmes or campaigns mounted by or on behalf of Non-Government Organisations (NGO) and Not-For-Profit Organisations (NPOs) to raise awareness of, explain or promote their agenda and causes.

Distinction Award

Project: “The Launch of NUS College of Humanities & Sciences”
Recipient: National University of Singapore

Project: “A Greater Gift”
Recipient: WE Communications
Client: Community Foundation of Singapore

Outstanding Internal Communications Campaign

This award recognises programmes that were strategically designed to reach internal stakeholders associated with the participating organisation using a diverse range of communications tools such as intranet, newsletters, corporate videos, dialogues and town hall meetings (including virtual).

Distinction Award

Project: “MDT Spark”
Winner: Medtronic

Merit Award

Project: “Caring for Our Colleagues During the COVID-19 Pandemic”
Winner: UOB Bank
Agency: Omnicom PR

Outstanding Environment, Social and Governance (ESG) Communications Programme

This award recognises excellence in an organisation’s sustainability communications, reporting and accountability programmes.



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Merit Award

Project: “Caring for Our Colleagues During the COVID-19 Pandemic”
Winner: UOB Bank
Agency: Omnicon PR

Outstanding Social/Digital Media Campaign

This award recognises programmes which made creative and effective use of digital or other online media channels such as blogs, social media, and others, to create brand awareness and/or boost sales.

Distinction Award

Project: “The Great Snackdown”
Winner: PR Communications
Client: Golden Duck

Merit Award

Project: “Hydeout”
Winner: PR Communications
Client: Hydeout

Best Use of Technology

This award recognises communication campaigns that effectively use technology tools to drive it and to engage with audiences.

Merit Award

Project: “You’ve Got Mail: From Email List to CRM Marketing Powerhouse”
Winner: Government Technology Agency

Outstanding Financial Communications Campaign

A major campaign designed for or by financial institutions/fintechs or their agencies to effectively engage stakeholders, build relationships and trust, and enhance or transform a brand.

Distinction Award

Project: “Creating Value through Investor Relations”
Winner: APAC Realty Limited
Agency: Eko Advisors

Outstanding Integrated Campaign – Hospitality/Food & Beverage

This award recognises communication campaigns designed to support the introduction of new products/services or those that promote existing products/ services to a consumer or business audience pertaining to the hospitality industry.

Excellence Award

Project: “Melding the art of tea culture, in a cup of bubble tea”
Winner: PR Communications
Client: CHICHA Sanchen



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Outstanding Integrated Campaign – Lifestyle/Social Wellbeing

This award recognises communication campaigns designed to support the introduction of new lifestyle/social wellbeing products/ services or those that promote existing lifestyle/social wellbeing products/services to a consumer or business.

Excellence Award

Project: “RE-Discover US”
Recipient: Voodoo Communications
Client: Singapore Discovery Centre

Merit Award

Project: “Hydeout”
Winner: PR Communications
Client: MP International Pte Ltd

Outstanding Integrated Campaign – Healthcare/Pharmaceutical

This award recognises communication campaigns designed to support the introduction of new healthcare or pharmaceutical products/services/programmes or to promote existing healthcare or pharmaceutical products/services/programmes to a consumer or business audience.

Excellence Award

Project: “Capitalizing on the “Zoom Phenomenon” Invisalign Singapore Survey and Consumer Education Campaign”
Winner: The Hoffman Agency
Client: Align Technology, Inc.

Merit Award

Project: Keeping The Vision Alive
Winner: PR Communications
Client: “Cordlife”

Outstanding Integrated Campaign – Financial Services

This award recognises communication campaigns designed to support the introduction of new financial products/services/programmes or to promote existing financial products/services/programmes to a consumer or business audience.

Merit Award

Project: “#EmbracingNewNorms during unprecedented times”
Winner: AIA Singapore
Agency: Ogilvy Singapore

Outstanding Brand/Product/Service Launch

This award recognises communication campaigns designed to support the launch of a new product or service.



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Excellence Award

Project: “Melding the art of tea culture, in a cup of bubble tea”
Winner: PR Communications
Client: CHICHA Sanchen

Distinction Award

Project: “The Great Snackdown”
Winner: PR Communications
Client: Golden Duck

Merit Award

Project: “Danone Vit8+ Indonesia Launch”
Winner: Redhill
Client: Danone Indonesia

Outstanding Brand/Product/Service Re-launch

This award recognises communication campaigns designed to support the re-launch of a product or service.

Excellence Award

Project: “RE-Discover US”
Winner: Voodoo Communications
Client: Singapore Discovery Centre

Outstanding B2B Campaign – International

This award recognises outstanding multi-market PR campaigns that are conceptualised and driven in Singapore and targeted at business-to-business audiences in three or more overseas markets.

Merit Award

Project: “Shifting Sentiments for Zoom: A Multi-Pronged Campaign”
Winner: The Hoffman Agency
Client: Zoom Inc.

Outstanding B2C Campaign – Singapore

This award recognises outstanding PR campaigns in Singapore targeted at consumers.

Distinction Award

Project: “New Balance Grey Day 2021”
Winner: Distilleri
Client: New Balance

Merit Award

Project: “Gojek Vaccine Voucher Campaign – Motivation to Get Your Vaccination”
Winner: Gojek



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Merit Award

Project: “vivo Singapore PR and Influencer Engagement”
Winner: Redhill
Client: Vivo Singapore

Outstanding PR Campaign of the Year [Selected From The Best Performing Campaign Entries]

This award recognises a PR campaign that has clearly demonstrated smart and effective use of various communications tools and platforms, and strategies and tactics that resulted in the achievement of outstanding outcomes based on the goals set for the campaign.

Project: “Dia:gram: Reinventing the value of diagnostics”
Winner: Roche Diagnostics Asia Pacific

Team Awards

Outstanding PR Consultancy of the Year

This award honours a PR consultancy that is based in Singapore for its achievements in the local and/or international industry.

Winners:

Precious Communications
Rice Communications

People Awards

Outstanding Young PR Professional

This award is presented to a promising, young professional with not more than four years of PR experience, who has consistently produced good quality work and is committed to building a career in Public Relations.

Winners:

Laura Naland, The Hoffman Agency
Foo Jie Ying, Nanyang Technological University (NTU)

Outstanding In-House Communications Team

This award honours an in-house communications team that is based in Singapore for its achievements in meeting organisational objectives and outstanding communications initiatives.

Winner:

Certis



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Outstanding PR Student

This Award is presented to a promising student studying in a PR or communications-related course at a recognised tertiary institution (polytechnic or university).

Winner:

Sharafah Malihah Bte Abdul Rahim, Temasek Polytechnic-IPRS Student Chapter

Outstanding PR Project – Student

This award is presented to a PR or communications student or a group of students, from a recognised tertiary institution (polytechnic or university), for the successful development and implementation of a PR or communications project.

Recipients:

Project: “Find your Sound”
Winner: Temasek Polytechnic
Client: Sennheiser

Project: “SUSS Brand Challenge 2020 – Commune Home Furniture”
Winner: Republic Polytechnic
Client: Commune Home Furniture

Lifetime PR Achievement Award

This award honours an outstanding and well-known Singapore-based PR practitioner for his/her well-recognised contributions and achievements in reputation management over an extended period of time, typically more than 10 years.

Conferred:

Esther An, Chief Sustainability Officer, City Developments Limited (CDL)

Outstanding PR Mentor

This award recognises a PR practitioner who has distinguished himself/herself in effective PR mentorship, helping to develop and nurture PR talent and professionalism.

Recipient:

Charu Srivastava, Redhill

Outstanding PR Champion

This award honours a Chairman, CEO or senior executive who recognizes the value of PR to the success of his/her organisation. He/she has consistently supported PR agendas, budgets and activities while at the same time, committed significant human and other organisational resources towards the strengthening of corporate reputation.

Recipient:

Jian Yang, Distilleri



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IPRS Partner Of The Year

This award is presented to IPRS partners who have consistently championed the interests of the public relations/communications community and its members and/or who have promoted and supported IPRS' work and activities.

Recipient: Redhill



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Executive Summary of Institute of Public Relations Singapore (IPRS) PRISM Awards 2021

Background of PRISM Awards

Established in 1987, the IPRS PRISM Awards programme is one of the oldest and most prestigious in the industry. PRISM (which stands for 'Public Relations in the Service of Mankind') recognises industry-leading organisations and practitioners for their excellence in communications practice across all sectors of the economy – commercial, government and not-for-profit.

The PRISM Awards are presented to organisations and individuals in recognition of their outstanding contributions and achievements in the practice of PR and Communication to raise the level of professionalism in the PR industry. The PRISM Awards are part of IPRS' ongoing goal of enhancing the standard of PR practice in Singapore and the region through the recognition of best effort.

About PRISM Awards 2021

This year, PRISM Awards is celebrating excellence in PR. The qualifying period from 1 July 2019 to 30 June 2021 captures the achievements of the industry in the two years of our national effort in battling the pandemic. These accomplishments are a testament of the talents of the people and ingenuity of the campaigns they deliver. Launched on 9 September, PRISM Awards 2021 received a total of 86 submissions across 31 categories of awards from 30 organisations.

The Panel of Judges comprising senior practitioners, business Leaders, academics and professionals from various industry sector were tasked with judging and making the final calls. While there were clear winners in some instances, there were difficult decisions for the tightly contested categories such as Outstanding PR Consultancy of The Year with 5 entries, Outstanding Corporate Reputation Programme with 6 entries, Outstanding Campaign by a NGO/NPO with 5 entries and one of our new category for the year, Best COVID-19 Campaign Pivot with 9 entries.

The IPRS is conscious that as the PR industry adapts to working (living) with COVID-19, it must continue to keep in sight, climate change, equity in society and business, and governance. As such another new category this year is the Outstanding Environment, Social and Governance (ESG) Communications Programme to recognise ESG is a key specialisation for communicators to meet the growing influence of sustainability reporting.

The final award tally yielded 44 winners: 15 Merit Awards, 9 Distinction Awards, 7 Excellence Awards, 1 Campaign Award and 12 People Awards. Of significance among the People Awards are the much-anticipated Outstanding Young PR Professional Award and the Lifetime PR Achievement Award as PRISM continue to recognise the next generation of promising practitioners and the inspiring leaders of the industry.



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The PRISM Award trophy this year is specially commissioned with sustainability in mind. Working with Synergraphic, it is handcrafted using layers of glass offcuts and fusing them in the kiln by glass artisans in Singapore. Spread like a bird's wing this sculpture represents the soaring voices and resounding light that is befitting of only the best in the industry.

The winning entries and the winners reveal a singular story - the resilience of our people, the ingenuity of the campaigns and strength of the organisations that continues to thrive in an evolving local and global communications landscape. IPRS is privileged to hold PRISM Awards 2021 and share in the pride of profession demonstrated by our people and campaigns.

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