



1. Outstanding Overall Corporate Reputation Programme (Singapore)

AIA Singapore (EXCELLENCE)

AIA Singapore's Vow: Not only to good health, but with you through the bad

Agency: Ogilvy Singapore

SGInnovate (MERIT)

Building deep tech from Singapore for the world with SGInnovate

Agency: IN.FOM

2. Outstanding Overall Corporate Reputation Programme - International

Grab (EXCELLENCE)

Creating a Safer Everyday

3. Outstanding Financial Communication Campaign

AXA Insurance Singapore (MERIT)

AXA Bounce Back Stronger

NetLink NBN Management Pte. Ltd. (MERIT)

NetLink NBN Trust

Agency: Citigate De Rogerson Singapore Pte Ltd

4. Outstanding Public Sector Campaign

Singapore Police Force (EXCELLENCE)

Singapore Police Force – Anti-scam Awareness Programme 2018

Agency: Voodoo Communications

National Council of Social Service (MERIT)

Looking "Beyond the Label"

Agency: Ogilvy Singapore

5. Outstanding Campaign by a Non-Government Organisation (NGO)

World Wildlife Fund-Myanmar (MERIT)

Voices for Momos

Agency: RICE

National Volunteer & Philanthropy Centre (MERIT)

Company of Good Fellowship Campaign



7. Outstanding Content

Nanyang Technological University Singapore (EXCELLENCE)

HEY! It's NTU

Microsoft Asia (EXCELLENCE)

Overcoming All Odds: Celebrating the Chalkboard IT Teacher from Ghana

Agency: IN.FOM

AXA Insurance Singapore (EXCELLENCE)

AXA Champions Safer Mobility

Grab (MERIT)

Future of Grab Regional Campaign

Vitafoods Asia (MERIT)

Vitafoods Asia 2018

Agency: PINPOINT PR

8. Outstanding Corporate Responsibility Programme

National Arts Council Singapore & Temasek (EXCELLENCE)

The Great Singapore Replay

Agency: Ogilvy Singapore

AXA Insurance Singapore (MERIT)

Empowering People to Live Better Lives

9. Outstanding Crisis | Issues Management Programme

Klareco Communications (EXCELLENCE)

Transforming Bell Pottinger Asia into Klareco Communications

Fitness First Singapore (EXCELLENCE)

Agency: Weber Shandwick

ezbuy (MERIT)

Winning the Hearts of Customers in a Crisis

Agency: PR Communications



10. Outstanding Social or Digital Media Campaign

Singapore Police Force (EXCELLENCE)

Singapore Police Force – Anti-scam Awareness Programme 2018

Agency: Voodoo Communications

AXA Insurance Singapore (EXCELLENCE)

AXA Burpees/Bounce for Good Challenge

Tiger Beer (EXCELLENCE)

3890 Tiger

Agency: Ogilvy Singapore

SMRT Corporation Ltd (MERIT)

Faces of SMRT

11. Outstanding Integrated Campaign - Hospitality

Hotels.com (EXCELLENCE)

Man's Best Friend – Introducing the Hotels.com Pug Mascot

Agency: Weber Shandwick

Singapore Tourism Board (MERIT)

Turning Singaporeans' Reservations about Hotel Careers into Glowing Recommendations

Agency: Edelman Singapore

12. Outstanding Integrated Campaign - Lifestyle

Lagardère Sports (MERIT)

A Smashing Finale To A Chapter In Tennis History – 2018 BNP Paribas WTA Finals Singapore presented by SC Global

Agency: Weber Shandwick

Science Centre Singapore (MERIT)

What's Your Fear?

Agency: Burson Cohn & Wolfe

14. Outstanding Integrated Campaign - Healthcare

Singapore Red Cross Society (MERIT)

World Blood Donor Day 2018

Singapore Eye Bank (MERIT)

Say Eye Do

Agency: PR Communications



15. Outstanding Integrated Campaign - Financial Services

AIA Singapore (MERIT)

AIA Singapore's Vow: Not only to good health, but with you through the bad

Agency: Ogilvy Singapore

AXA Insurance Singapore (MERIT)

AXA Bounce Back Stronger

16. Outstanding Integrated Campaign - Technology

Microsoft Asia (MERIT)

Unlocking the Economic Impact of Digital Transformation

Agency: IN.FOM

17. Outstanding Product/Service Launch

AW LAB (MERIT)

Play With Style

Agency: PR Communications Pte Ltd

Samsung Southeast Asia & Oceania (MERIT)

Creating Lifestyle Experiences for Media – Galaxy Note9 & Galaxy Watch Launch

Agency: Edelman Singapore

18. Outstanding Product/Service Re-launch

Grab (MERIT)

Future of Grab Regional Campaign

ION Orchard (MERIT)

ION Sky at ION Orchard: Bringing the 'Orchard' in Orchard Road to life

Agency: Weber Shandwick

Lufthansa (MERIT)

#MunichTreasureHunt for Lufthansa

Agency: PRecious Communications

19. Outstanding B2B Campaign (Singapore)

SGInnovate (MERIT)

Building the deep tech ecosystem, from Singapore for the world

Agency: IN.FOM



20. Outstanding B2B Campaign (International)

Microsoft Asia (MERIT)

From the Industrial to the Invisible Revolution: Heralding the Age of AI in Asia

Agency: IN.FOM

The Dow Chemical Company (MERIT)

Olympic Games for B2B Business Growth – the World of Dow through the World of Sport

21. Outstanding B2C Campaign (Singapore)

3M Singapore (MERIT)

3M Singapore Brings Science to Life for Millennials and Youths

Agency: Huntington Communications

Max Factor (MERIT)

You X Max Factor – Embracing Beauty with Depth

Agency: PR Communications

Foodpanda Singapore (MERIT)

Agency: W Communications

22. Outstanding B2C Campaign (International)

Microsoft Asia (EXCELLENCE)

Let's Go! Powering Up the Creators in All of Us with Surface Go

Agency: IN.FOM

Hotels.com (EXCELLENCE)

Man's Best Friend – Introducing the Hotels.com Pug Mascot

Agency: Weber Shandwick

Grab (MERIT)

Future of Grab Regional Campaign

The Fullerton Heritage (MERIT)

Fullerton Concours d'Elegance

Agency: Creation Singapore

23. Outstanding PR Campaign of the Year

Singapore Police Force

Singapore Police Force – Anti-scam Awareness Programme 2018

Agency: Voodoo Communications



PRISM Awards 2019 Winners



25. Outstanding PR Consultancy of the Year

IN.FOM

26. Outstanding PR Professional

Eric Chan Chi Ming

Managing Director

PR Communications

27. Outstanding Young PR Professional

Cherie Chong

Senior Communications Manager

Focus on the Family

Sandy Choo

Manager

Ogilvy Singapore

Vivien Tan

Senior Associate, Client Experience

Weber Shandwick

Francine Loh

Marketing Communications Manager

Mandarin Orchard Singapore

28. Outstanding PR Student

Sabrina Bte Mohamed Nexzam Meah

National University of Singapore

Lydia Chin

University of Newcastle, Singapore

Muhammad Syahmi Andika

Temasek Polytechnic



29. Outstanding PR Project - Student

Dayna Yin Shi Yun

Bare it for Baby

School: Nanyang Technological University, Singapore

University of Newcastle, Singapore

Muhammadiyah Health and Day-care Centre

Temasek Polytechnic

Disconnect to Connect

31. Outstanding PR Mentor

Lily Lim

Senior Lecturer

Temasek Polytechnic

32. Outstanding PR Champion

Steve Leonard

Founding CEO

SGInnovate