

BCF's Breast Cancer Awareness 2010 Advertising Campaign Garnered the Effie Singapore's Gold Award 2011.



BCF is proud and very pleased to announce that our Breast Cancer Awareness Month (BCAM) 2010 advertising campaign, "Are you obsessed with the right things?", crafted by DDB, was awarded the Effie's Gold Award 2011, for the category: non-profit/pro-bono/public service. The award was presented on 31 May 2011, by the Institute of Advertising Singapore at the Shangri La Hotel.

With the BCAM 2010 creative campaign also winning international awards for its revolutionary approach towards raising public awareness for breast cancer, BCF will continue to push the frontiers to reach greater heights in educating and advocating the importance of early detection. Watch out for the upcoming 2011's exciting new BCAM campaign launching October this year!

British Design And Art Direction (D&AD)

- 2 awards in "Book for Advertising Print" and "Best use of illustration"

ASIA PACIFIC ADVERTISING FESTIVAL (AdFest)

- 3 Silvers
- 1 Bronze
- 1 Finalist

About Effie Singapore Awards

Effie awards Ideas that Work — the great ideas that achieve real results and the strategy that goes into creating them.

Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the EURO Effie, Effie Asia Pacific and more than 35 national Effie programs.

To find out more: www.ias.org.sg