



## APAC Effie Awards 2017 Finalists

	Entry Title	Agency	Client	Country
<b>Single Market – Products &amp; Services Categories</b>				
<b>Automotive</b>				
1	Bajaj V - The Nation's Bike	TLG India	Bajaj Auto	India
2	Jhatka Mana Hai (No More Jerks)	Ogilvy India Group	Bajaj Auto	India
<b>Beverages – Alcohol</b>				
3	Brewtroleum	Colenso BBDO	DB Breweries	New Zealand
<b>Beverages – Non-Alcohol</b>				
4	Fuel Your Inner Champion	Ogilvy Sydney	Nestle Australia	Australia
5	Melting Differences 1 Cup at a Time	Ogilvy India Group	Hindustan Unilever	India
6	Sprite Cut Through the Heat	McCann Sydney	Coca-Cola	Australia
7	The Massive Hit	Clemenger BBDO / TKT	Frucor Beverages (Australia)	Australia
8	The Water that Loves Water	Ogilvy & Mather Japan GK	Coca-Cola Japan Co.	Japan
<b>Consumer Electronics and Durables</b>				
9	Be a Family Person	BBDO Taiwan	BenQ	Taiwan
10	Old PC Can't Open the New World	Ogilvy Beijing	Intel China	China
11	Winning Smart in Malaysia	Ogilvy & Mather Advertising	Huawei Technologies Malaysia	Malaysia
<b>Corporate Reputation / Professional Services</b>				
12	Continued Push for an Equal Future	TBWA Melbourne	ANZ	Australia
<b>Financial Products &amp; Services</b>				
13	Fortune Favours the Brave	TBWA Auckland	ANZ New Zealand	New Zealand
14	How Old Will You Be?	Colenso BBDO	Bank of New Zealand	New Zealand
15	Mini Legends	Clemenger BBDO	National Australia Bank	Australia
16	Owning the First Job Trigger	TBWA\Melbourne	ANZ	Australia
17	Start Retiring	BBH Asia Pacific	Income	Singapore
<b>Food</b>				
18	A Natural Silence	Meerkats	Brownes Dairy	Australia
19	Dolmio Pepper Hacker	ClemengerBBDO Sydney	Mars Food Australia	Australia
20	Lamb: Bringing Australians Together	The Monkeys	Meat and Livestock Australia	Australia
21	Pass A Smile	BBDO Pakistan	PepsiCo	Pakistan

22	Snickers HUNGERITHM	Clemenger BBDO	Mars Australia	Australia
23	The Story of India's Maggi Crisis	McCann Worldgroup India	Nestle India	India
<b>Governmental / Institutional</b>				
24	From Apathy to Action	J.Walter Thompson Sydney	NSW Rural Fire Service	Australia
25	Meet Graham	Clemenger BBDO	Transport Accident Commission	Australia
26	Stop It At The Start	BMF	Australian Government - DSS	Australia
27	The Heart Attack Act	Barnes, Catmur and Friends Dentsu	The New Zealand Heart Foundation	New Zealand
<b>Healthcare</b>				
28	Don't Ignore a Cough	AFFINITY	Flordis	Australia
29	More To Give	The Leo Group India	Fortis Healthcare	India
30	This Bike Has MS	Grey	MS	Australia
31	Turning Dreams into Dream Results	Ogilvy Australia	Kimberly Clark	Australia
<b>Household / Home Products &amp; Services</b>				
32	Cornering The Enemy	MullenLowe Lintas Group	Godrej Consumer Products	India
33	Dads #ShareTheLoad	BBDO India	P&G India	India
34	Embracing Dirt Now an Act of Faith	MullenLowe Lintas Group	Unilever	India
35	Subah Bolo Good Knight	J. Walter Thompson	Godrej Consumer Products	India
<b>IT / Telco</b>				
36	Cognitive Collection	Ogilvy & Mather Singapore	IBM	Singapore
37	Winning the 4G Race Without 4G	Ogilvy India Group	Vodafone India	India
<b>Restaurants</b>				
38	Backyard Burger King	Colenso BBDO	Burger King	New Zealand
39	Finger Lickin' Good Nail Polish	Ogilvy & Mather Group, HK	KFC Hong Kong	Hong Kong
<b>Retail</b>				
40	A Fashionable Dilemma	Ogilvy India Group	Amazon India	India
41	H&M Social Intelligence	Ogilvy Shanghai	Hennes & Mauritz	China
42	Supermarket Switch Challenge	BMF	ALDI Australia	Australia
43	The Boys	Clemenger BBDO	Pacific Brands	Australia
44	World's First VR Department Store	Pulse Communications	eBay Australia and New Zealand	Australia
<b>Travel / Tourism</b>				
45	CAT STREET VIEW	I&S BBDO Japan Group /	Hiroshima Prefecture	Japan

		KOO-KI		
<b>Other Products &amp; Services</b>				
46	The Giant Demo Of Strength	Publicis Communications	Ambuja Cements	India
<b>Single Market – Specialty Categories</b>				
<b>Asia Pacific Brands</b>				
47	Midnight Sun	Ogilvy & Mather Advertising	SSUP Bangkok 1991 Co.	Thailand
<b>Brand Experience – Products</b>				
48	Brewtroleum	Colenso BBDO	DB Breweries	New Zealand
49	Experience Pride with Nation's Bike	TLG India	Bajaj Auto	India
50	Future Child	MullenLowe Lintas Group	Hindustan Unilever	India
51	Pass A Smile	BBDO Pakistan	PepsiCo	Pakistan
52	Sing It Out	J. Walter Thompson Hong Kong	Bayer HealthCare	Hong Kong
53	Visa The Chase	BBDO and Proximity China	Visa Information System (Shanghai)	China
<b>Brand Experience – Services</b>				
54	A Bank Fit for a Queen	TBWA\Melbourne	ANZ	Australia
55	Backyard Burger King	Colenso BBDO	Burger King	New Zealand
56	CAT STREET VIEW	I&S BBDO Japan Group/ KOO-KI	Hiroshima Prefecture	Japan
57	Meet Graham	Clemenger BBDO	Transport Accident Commission	Australia
58	This Bike Has MS	Grey	MS	Australia
<b>Brand Revitalisation</b>				
59	MILO Champions	Ogilvy & Mather	Nestlé	Singapore
60	The Story of India's Maggi Crisis	McCann Worldgroup India	Nestle India	India
61	We Will	DDB New Zealand	Lion New Zealand	New Zealand
<b>Branded Content</b>				
62	Future Child	MullenLowe Lintas Group	Hindustan Unilever	India
63	MILO Podium	Ogilvy & Mather Kuala Lumpur	Nestle Malaysia	Malaysia
64	Snickers HUNGERITHM	Clemenger BBDO	Mars Australia	Australia
65	The Boys	Clemenger BBDO	Pacific Brands	Australia
66	This Bike Has MS	Grey	MS	Australia
67	TVS Scooty- Himalayan Highs	Mccann Worldgroup	TVS Motor Company	India
68	Your touch is enough, mom	BBDO Guerrero	Johnson & Johnson Philippines	Philippines
<b>Branded Utility</b>				
69	India Internet Express	MullenLowe Lintas	Google India	India

		Group		
70	Leave Behind Memories For Life	The Leo Group	HDFC LIFE	India
71	MMDA IsThereAProblem,Officer?.com	McCann Worldgroup Philippines	Metro Manila Development Authority	Philippines
<b>David vs Goliath</b>				
72	Creating a New Currency for India	McCann Worldgroup India	One97 Communications	India
73	Elevit: Feel love's heartbeat	PHD	Bayer	China
74	Hero of category vs Heroes of India	TLG India	Bajaj Auto	India
75	This Bike Has MS	Grey	MS	Australia
76	Winning Smart in Malaysia	Ogilvy & Mather Advertising	Huawei Technologies Malaysia	Malaysia
<b>Media Innovation</b>				
77	Amnesty Unblocker	Colenso BBDO	Amnesty International	New Zealand
78	Brewtroleum	Colenso BBDO	DB Breweries	New Zealand
79	Meet Graham	Clemenger BBDO	Transport Accident Commission	Australia
80	Pass A Smile	BBDO Pakistan	PepsiCo	Pakistan
81	Snickers HUNGERITHM	Clemenger BBDO	Mars Australia	Australia
<b>Positive Change Environmental – Brands</b>				
82	Brewtroleum	Colenso BBDO	DB Breweries	New Zealand
<b>Positive Change Environmental – Non-Profit</b>				
83	Behind the Leather	Ogilvy & Mather Advertising	PETA Asia	Thailand
<b>Positive Change Social – Brands</b>				
84	Classrooms of Hope	MullenLowe Lintas Group	HT Media	India
85	Continued Push for an Equal Future	TBWA\Melbourne	ANZ	Australia
86	Dads #ShareTheLoad	BBDO India	P&G India	India
87	Embracing Dirt Now an Act of Faith	MullenLowe Lintas Group	Unilever	India
88	Future Child	MullenLowe Lintas Group	Hindustan Unilever	India
89	The Give Registry	Clemenger BBDO	Myer	Australia
<b>Positive Change – Non-Profit</b>				
90	#staynegatHIVe	Dentsu Jayme Syfu	Love Yourself	Philippines
91	Amnesty Unblocker	Colenso BBDO	Amnesty International	New Zealand
92	Free Puppies Forever	McCann	Vision Australia	Australia
93	Last Words	Medulla	Indian Association	India

		Communications	Palliative Care	
94	Meet Graham	Clemenger BBDO	Transport Accident Commission	Australia
95	The Heart Attack Act	Barnes, Catmur and Friends Dentsu	The New Zealand Heart Foundation	New Zealand
<b>Programmatic</b>				
96	Don't Ignore a Cough	AFFINITY	Flordis	Australia
<b>Seasonal Marketing</b>				
97	CAT STREET VIEW	I&S BBDO Japan Group / KOO-KI	Hiroshima Prefecture	Japan
98	Cognitive Collection	Ogilvy & Mather Singapore	IBM	Singapore
99	Do you Scrape Coconut at Home?	Phoenix O&M (Pvt) Ltd	GlaxoSmithKline	Sri Lanka
100	Don't Ignore a Cough	AFFINITY	Flordis	Australia
101	Embracing Dirt Now an Act of Faith	MullenLowe Lintas Group	Unilever	India
102	Lamb: Saving Australia Day 'Orphans'	The Monkeys	Meat and Livestock Australia	Australia
103	M&M's - Voting Color for Fun	BBDO Taiwan	MARS Taiwan	Taiwan
104	The Facebook Museum	Y&R Philippines	Rock Ed Philippines	Philippines
105	The Job Switch	Ogilvy India Group	The Akanksha Foundation	India
<b>Shopper Marketing</b>				
106	The Give Registry	Clemenger BBDO	Myer	Australia
<b>Small Budget – Products</b>				
107	Dolmio Pepper Hacker	ClemengerBBDO Sydney	Mars Food Australia	Australia
108	Don't Drive Hungry	BBDO Guerrero	MARS Philippines	Philippines
109	Reword	Leo Burnett Melbourne	Headspace	Australia
<b>Small Budget – Services</b>				
110	¥ 10 Tale of Forgotten Veterans	J.Walter Thompson Beijing	Tencent	China
111	Amnesty Unblocker	Colenso BBDO	Amnesty International	New Zealand
112	CAT STREET VIEW	I&S BBDO Japan Group / KOO-KI	Hiroshima Prefecture	Japan
113	Last Words	Medulla Communications	Indian Association Palliative Care	India
114	The Job Switch	Ogilvy India Group	The Akanksha Foundation	India
<b>Social Media Marketing</b>				
115	Dads #ShareTheLoad	BBDO India	P&G India	India
116	Do you care enough to be a cop?	Ogilvy & Mather New Zealand	NZ Police	New Zealand

117	Embracing dirt now an act of faith	MullenLowe Lintas Group	Unilever	India
118	H&M Social Intelligence	Ogilvy Shanghai	Hennes & Mauritz	China
119	Maybelline: #BeYourOwnFilter	TBWA\ Singapore	L'Oreal Singapore	Singapore
120	The Boys	Clemenger BBDO	Pacific Brands	Australia
121	The Good Experiment	Dentsu Jayme Syfu	Unilever Philippines	Philippines
122	Visa The Chase	BBDO and Proximity China	Visa Information System (Shanghai)	China
<b>Sponsorship &amp; Events Marketing</b>				
123	Cognitive Collection	Ogilvy & Mather Singapore	IBM	Singapore
124	Mini Legends	Clemenger BBDO	National Australia Bank	Australia
125	This Bike Has Ms	Grey	MS	Australia
<b>Sustained Success</b>				
126	#HelpAChildReach5	MullenLowe Lintas Group	Hindustan Unilever	India
127	Delay Marriage	MullenLowe Lintas Group	Hindustan Unilever	India
128	Fight Against Dirt	MullenLowe Lintas Group	Hindustan Unilever	India
129	Taste Of Memories	MullenLowe Lintas Group	Hector Beverages	India
130	Taste of Togetherness	Ogilvy & Mather Group	Hindustan Unilever	India
131	The Joy Exchange	Ogilvy India Group	The Akanksha Foundation	India
<b>Youth Marketing</b>				
132	Coke summer campaign	McCann Erickson Guangming, Shanghai	Coca-Cola Beverages (Shanghai)	China
133	Cornetto Love Notes	PHD	Unilever	China
134	Defeating Exam Hunger	BBDO and Proximity China	Mars Food China	China
135	Snap Counsellors	TBWA\ India	LoveDoctor.in, Chayn India	India
136	Uno Pouches	Colenso BBDO	Fonterra Brands NZ	New Zealand
<b>Multi-Market – Products &amp; Services Categories</b>				
<b>Multi-Market – Products</b>				
137	Embracing Dirt Now an Act of Faith	MullenLowe Lintas Group	Unilever	India

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