



APAC Effie Awards 2017 - Winners (Results by Award)

Brand of the Year: DB Breweries – DB Export

Marketer of the Year: Unilever

Agency of the Year: Clemenger BBDO

Agency Network of the Year: BBDO Worldwide

Entry Title	Category	Client	Agency	Country
GRAND EFFIE				
Brewtroleum	Brand Experience - Products	DB Breweries	Colenso BBDO	New Zealand
GOLD				
Brewtroleum	Beverages – Alcohol	DB Breweries	Colenso BBDO	New Zealand
The Massive Hit	Beverages Non-Alcohol	Frucor Beverages (Australia)	Clemenger BBDO / TKT	Australia
How Old Will You Be?	Financial Products & Services	Bank of New Zealand	Colenso BBDO	New Zealand
The Giant Demo Of Strength	Other Products & Services	Ambuja Cements	Publicis Communications	India
Backyard Burger King	Restaurants	Burger King	Colenso BBDO	New Zealand
The Boys	Retail	Pacific Brands	Clemenger BBDO	Australia
Backyard Burger King	Brand Experience - Services	Burger King	Colenso BBDO	New Zealand
Snickers HUNGERITHM	Branded Content	Mars Australia	Clemenger BBDO	Australia
Brewtroleum	Media Innovation	DB Breweries	Colenso BBDO	New Zealand
Meet Graham	Media Innovation	Transport Accident Commission	Clemenger BBDO	Australia
Dads #ShareTheLoad	Positive Change Social – Brands	P&G India	BBDO India	India
Cat Street View	Small Budget-Services	Hiroshima Prefecture	I&S BBDO Japan Group / KOO-KI	Japan

The Boys	Social Media Marketing	Pacific Brands	Clemenger BBDO	Australia
Defeating Exam Hunger	Youth Marketing	Mars Food China	BBDO and Proximity China	China
Brewtroleum	Brand Experience - Products	DB Breweries	Colenso BBDO	New Zealand
SILVER				
Bajaj V - The Nation's Bike	Automotive	Bajaj Auto	TLG India	India
Be a Family Person	Consumer Electronics and Durables	BenQ	BBDO Taiwan	Taiwan
A Natural Silence	Food	Brownes Dairy	Meerkats	Australia
Meet Graham	Government / Institutional	Transport Accident Commission	Clemenger BBDO	Australia
Cognitive Collection	IT / Telco	IBM	Ogilvy & Mather Singapore	Singapore
Cat Street View	Travel / Tourism	Hiroshima Prefecture	I&S BBDO Japan Group / KOO-KI	Japan
Experience Pride with Nation's Bike	Brand Experience - Products	Bajaj Auto	TLG India	India
Cat Street View	Brand Experience - Services	Hiroshima Prefecture	I&S BBDO Japan Group / KOO-KI	Japan
MILO Champions	Brand Revitalisation	Nestlé	Ogilvy & Mather	Singapore
The Boys	Branded Content	Pacific Brands	Clemenger BBDO	Australia
Hero of Category vs Heroes of India	David vs Goliath	Bajaj Auto	TLG India	India
Brewtroleum	Positive Change Environmental – Brands	DB Breweries	Colenso BBDO	New Zealand
The Heart Attack Act	Positive Change Social – Non-Profit	The New Zealand Heart Foundation	Barnes, Catmur and Friends Dentsu	New Zealand
Don't Ignore a Cough	Programmatic	Flordis	Affinity	Australia
Embracing Dirt Now an Act of Faith	Seasonal Marketing	Unilever	MullenLowe Lintas Group	India
Lamb: Saving Australia Day 'Orphans'	Seasonal Marketing	Meat and Livestock Australia	The Monkeys	Australia
Dads #ShareTheLoad	Social Media Marketing	P&G India	BBDO India	India
This Bike Has MS	Sponsorship & Event Marketing	MS	Grey	Australia
#HelpAChildReach5	Sustained Success	Hindustan Unilever	MullenLowe Lintas Group	India
The Joy Exchange	Sustained Success	The Akanksha Foundation	Ogilvy India Group	India

Snap Counsellors	Youth Marketing	LoveDoctor.in, Chayn India	TBWA\India	India
BRONZE				
Jhatka Mana Hai (No More Jerks)	Automotive	Bajaj Auto	Ogilvy India Group	India
The Water that Loves Water	Beverages Non-Alcohol	Coca-Cola Japan Co.	Ogilvy & Mather Japan GK	Japan
Old PC Can't Open the New World	Consumer Electronics and Durables	Intel China	Ogilvy Beijing	China
Winning Smart in Malaysia	Consumer Electronics and Durables	Huawei Technologies Malaysia	Ogilvy & Mather Advertising	Malaysia
Continued Push for an Equal Future	Corporate Reputation/ Professional Services	ANZ	TBWA Melbourne	Australia
Mini Legends	Financial Products & Services	National Australia Bank	Clemenger BBDO	Australia
Owning the First Job Trigger	Financial Products & Services	ANZ	TBWA\ Melbourne	Australia
Lamb: Bringing Australians Together	Food	Meat and Livestock Australia	The Monkeys	Australia
Snickers HUNGERITHM	Food	Mars Australia	Clemenger BBDO	Australia
The Story of India's Maggi Crisis	Food	Nestle India	McCann Worldgroup India	India
Stop It At The Start	Government / Institutional	Australian Government - DSS	BMF	Australia
The Heart Attack Act	Government / Institutional	The New Zealand Heart Foundation	Barnes, Catmur and Friends Dentsu	New Zealand
Don't Ignore a Cough	Healthcare	Flordis	Affinity	Australia
This Bike Has MS	Healthcare	MS	Grey	Australia
Embracing Dirt Now an Act of Faith	Household/Home Products & Services	Unilever	MullenLowe Lintas Group	India
Winning the 4G Race Without 4G	IT /Telco	Vodafone India	Ogilvy India Group	India
Supermarket Switch Challenge	Retail	ALDI Australia	BMF	Australia
World's First VR Department Store	Retail	eBay Australia and New Zealand	Pulse Communications	Australia
Visa The Chase	Brand Experience - Products	Visa Information System (Shanghai)	BBDO and Proximity China	China
This Bike Has MS	Brand Experience - Services	MS	Grey	Australia
This Bike Has MS	Branded Content	MS	Grey	Australia

MMDA IsThereAProblem, Officer?.com	Branded Utility	Metro Manila Development Authority	McCann Worldgroup Philippines	Philippines
Winning Smart in Malaysia	David vs Goliath	Huawei Technologies Malaysia	Ogilvy & Mather Advertising	Malaysia
Amnesty Unblocker	Media Innovation	Amnesty International	Colenso BBDO	New Zealand
Snickers HUNGERITHM	Media Innovation	Mars Australia	Clemenger BBDO	Australia
Continued Push for an Equal Future	Positive Change Social – Brands	ANZ	TBWA\ Melbourne	Australia
#staynegathive	Positive Change Social – Non-Profit	Love Yourself	Dentsu Jayme Syfu	Philippines
Free Puppies Forever	Positive Change Social – Non-Profit	Vision Australia	McCann	Australia
The Give Registry	Shopper Marketing	Myer	Clemenger BBDO	Australia
Reword	Small Budget-Products	Headspace	Leo Burnett Melbourne	Australia
Last Words	Small Budget-Services	Indian Association Palliative Care	Medulla Communications	India
Maybelline: #BeYourOwnFilter	Social Media Marketing	L’Oreal Singapore	TBWA\Singapore	Singapore
Mini Legends	Sponsorship & Event Marketing	National Australia Bank	Clemenger BBDO	Australia
Taste of Togetherness	Sustained Success	Hindustan Unilever	Ogilvy & Mather Group	India