

APAC Effie Awards 2020 Finalists

	Entry Title	Lead Agency	Client	Country
Multi-Market Products and Services				
1	Eesar Ek Ibadat	Hindustan Unilever Mumbai	Hindustan Unilever	India
2	First Commissions	McCann Melbourne	University of Melbourne	Australia
Single Market - Products & Services Categories				
Automotive				
3	3 or 4 Truth Test Drive Event	Ogilvy Shanghai	SGM-Buick	China
4	Find Your Unbeaten Path	TBWA\Hong Kong	Inchcape Hong Kong	Hong Kong
5	Protecting the Real Engine of India	Ogilvy Mumbai	Castrol India	India
Beauty & Wellness				
6	Reshoot Graduation Photo Campaign	Soho Square Shanghai	JALA Corporation	China
7	See What Happens	Ogilvy Singapore	Unilever Asia	Singapore
8	TRESemmé	Edelman Australia, Sydney	Unilever	Australia
Beverages - Alcohol				
9	I'm Drinking It For You	Colenso BBDO Auckland	DB Breweries	New Zealand
10	Probably The Best Football Beer	Geometry Global Kuala Lumpur	Carlsberg Brewery Malaysia	Malaysia
Beverages Non-Alcohol				
11	Intelligent Know The Difference	82.5 Communications Mumbai	Bisleri International	India
12	Laughter Is The Best Refreshment	Ogilvy Shanghai	Coca Cola Beverage (Shanghai)	China
13	Selling Coffee In A Tea Nation	McCann Worldgroup India, New Delhi	Nestlé India	India
Financial Products & Services				
14	#adulging	TBWA\Singapore	Manulife Singapore	Singapore
15	KiwiSaver Contributions	krunch.co Auckland	Fisher Funds	New Zealand
16	PayPal CarPark Christmas Challenge	Edelman Australia, Sydney	PayPal Australia	Australia
17	The Best Gift	BBH Singapore	Income	Singapore

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Food				
18	A Tale of "Name Change" in CNY	BBDO China, Shanghai	M(China)	China
19	Bring Back the Idols	BBDO Japan, Tokyo	Mars Japan	Japan
20	Lonely Rambutan	Wunderman Thompson Bangkok	Malee Enterprise	Thailand
21	Real Husbands Cook	VMLY&R Singapore	Kraft Heinz Indonesia	Singapore
Government / Institutional				
22	Beyond The Label	McCann Worldgroup Singapore	National Council of Social Service	Singapore
23	Let's Stop It At The Start - Phase2	BMF Sydney	Department of Social Services	Australia
24	The "Mensus"	BC&F Dentsu Auckland	Movember	New Zealand
25	The Deciding Question	Stanley St Auckland	New Zealand Police	New Zealand
Healthcare				
26	Awkward Astigmatism?!	Shortcut Creative Seoul	Johnson & Johnson	South Korea
Household/Home Products & Services				
27	Airdibles: Eat Your Air Pollution	Naga DDB Tribal Petaling Jaya	Panasonic Malaysia	Malaysia
28	Eesar Ek Ibadat	Hindustan Unilever Mumbai	Hindustan Unilever	India
29	Overcoming India's Toilet Divide	McCann Worldgroup India, New Delhi	Reckitt Benckiser India	India
IT /Telco				
30	Skinny	Colenso BBDO Auckland	Skinny	New Zealand
Media, Entertainment & Leisure				
31	Are You Starting to See It?	McCann Tokyo	NIKKEI	Japan
32	Only True Fans Get It	BBH Singapore	Singapore Telecommunications	Singapore
New Product or Service				
34	Cover For Their Overconfidence	CHE Proximity Melbourne	RACV	Australia
33	Rescue a Pet, Rescue a Family	DDB Group New Zealand, Auckland	Pet Refuge	New Zealand
35	There's a Playlist For That	The Leo Group Mumbai	Spotify India	India

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Other Products & Services				
36	BaatGharKi (Let's Talk Home)	Infectious Advertising Mumbai	UltraTech Cement	India
37	Invest In Me	Ogilvy Sydney	Whitelion	Australia
Restaurants				
38	Michelin Impossible	Ogilvy Sydney	Kentucky Fried Chicken	Australia
39	Secret Menu	Ogilvy Sydney	Kentucky Fried Chicken	Australia
40	Viewer Verdict	Ogilvy Sydney	Kentucky Fried Chicken	Australia
Retail				
41	Loyalty Pointless Points	BMF Sydney	ALDI	Australia
42	Santa Crashes Christmas	BMF Sydney	ALDI	Australia
43	Studs	GIGIL Taguig	Levi's	Philippines
Travel / Tourism				
44	Discover a New New Zealand	DDB Group New Zealand, Auckland	KiwiRail	New Zealand
45	The Split Sponsorship	Ogilvy Hong Kong	Marriott International	Hong Kong
Single Market - Specialty Categories				
Asia Pacific Brands				
46	Love for Life	Ogilvy Bangkok	Thai Life Insurance	Thailand
47	When Only The Best Network Will Do	The Monkeys Sydney	Telstra	Australia
Brand Experience - Products				
48	Bring Back The Idols	BBDO Japan, Tokyo	Mars Japan	Japan
49	Find Your Unbeaten Path	TBWA\Hong Kong	Inchcape Hong Kong	Hong Kong
Brand Experience - Services				
50	Germ Nashini	MullenLowe Lintas Group India, Mumbai	Unilever	India
51	IKEA 100 Dollar Store	Ogilvy Taipei	IKEA Taiwan	Taiwan
52	The Split Sponsorship	Ogilvy Hong Kong	Marriott International	Hong Kong

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Brand Revitalisation				
53	Are You Starting To See It?	McCann Tokyo	NIKKEI	Japan
54	The Dance	DDB Group New Zealand, Auckland	Lion New Zealand	New Zealand
55	TRESemmé	Edelman Australia, Sydney	Unilever	Australia
Branded Content				
56	Captain Influencer	Leo Burnett Sydney	Diageo	Australia
57	I'm Drinking It For You	Colenso BBDO Auckland	DB Breweries	New Zealand
58	Reshoot Graduation Photo Campaign	Soho Square Shanghai	JALA Corporation	China
59	The Hairy Tale	GREY Tokyo	Procter & Gamble	Japan
Branded Utility				
60	Viewer Verdict	Ogilvy Sydney	Kentucky Fried Chicken	Australia
Business-to-Business				
61	Influence The Influencer	Mindshare China, Shanghai	BP China	China
Carpe Diem - Products				
62	Michelin Impossible	Ogilvy Sydney	Kentucky Fried Chicken	Australia
63	Right To Orgasm	Havas Worldwide India, Gurgaon	Reckitt Benckiser India	India
64	Secret Menu	Ogilvy Sydney	Kentucky Fried Chicken	Australia
Carpe Diem - Services				
65	The Magic Train Tickets	Ogilvy Shanghai	Tencent Technology (Shenzhen)	China
Corporate Reputation				
66	Bittu	The Leo Group Mumbai	Procter & Gamble	India
67	Ok, Nestle: Tell Me More About Food	McCann Worldgroup India, New Delhi	Nestlé India	India
68	The Deciding Question	Stanley St Auckland	New Zealand Police	New Zealand

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Data Driven				
69	Colonel KI	Mindshare China, Shanghai	Yum! China	China
70	Find Your Unbeaten Path	TBWA\Hong Kong	Inchcape Hong Kong	Hong Kong
71	Your Pepsi Home Video	VMLY&R China, Shanghai	PepsiCo China	China
David vs Goliath				
72	Live A Little Freer	DDB Group New Zealand Auckland	AA Insurance	New Zealand
73	Skinny	Colenso BBDO Auckland	Skinny	New Zealand
Influencer				
74	#StopMithani	The Leo Group Mumbai	HDFC Bank	India
75	Making An Expert Feel Like Expert	Ogilvy Mumbai	Castrol India	India
76	Skinny	Colenso BBDO Auckland	Skinny	New Zealand
77	The Hairy Tale	GREY Tokyo	Procter & Gamble	Japan
Media Content Partnership				
78	#WANITABESI	GREY Worldwide Petaling Jaya	Procter & Gamble	Malaysia
79	The Conversational Contraceptives	McCann Worldgroup India, New Delhi	Bill & Melinda Gates Foundation	India
Media Idea				
80	Colonel KI	Mindshare China, Shanghai	Yum! China	China
81	I'm Drinking It For You	Colenso BBDO Auckland	DB Breweries	New Zealand
82	The Living Will	McCann Worldgroup India, New Delhi	Healthcare at Home India	India
83	The McDelivery Pin	Leo Burnett Group Manila	McDonald's Philippines	Philippines
84	There's A Playlist For That	The Leo Group Mumbai	Spotify India	India
Media Innovation				
85	I'm Drinking It For You	Colenso BBDO Auckland	DB Breweries	New Zealand

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Positive Change Environmental - Brands				
86	The New Word	Edelman Hong Kong	Oatly	Hong Kong
87	Three Words To Save The World	BC&F Dentsu Auckland	Meridian Energy	New Zealand
Positive Change Social Good - Brands				
88	#StopMithani	The Leo Group Mumbai	HDFC Bank	India
89	Barbershop Girls	GREY India, Mumbai	Gillette India	India
90	Bittu	The Leo Group Mumbai	Procter & Gamble	India
91	Eat Your Words	Dentsu Japan, Tokyo	Froebel-Kan	Japan
92	Mobile Doctarni	MullenLowe Lintas Group India, Mumbai	Unilever	India
93	Thanks A Dot	WATConsult Mumbai	SBI Life Insurance	India
94	The Magic Train Tickets	Ogilvy Shanghai	Tencent Technology (Shenzhen)	China
Positive Change Social Good - Non-Profit				
95	Beyond The Label	McCann Worldgroup Singapore	National Council of Social Service	Singapore
96	Hungry Puffs	The Brand Agency Perth	Foodbank WA	Australia
97	Let's Stop It At The Start - Phase2	BMF Sydney	Department of Social Services	Australia
98	Making Merit or Creating Hurt	Ogilvy Bangkok	Priest Hospital	Thailand
99	The "Mensus"	BC&F Dentsu Auckland	Movember	New Zealand
100	The Deciding Question	Stanley St Auckland	New Zealand Police	New Zealand
Seasonal Marketing				
101	Discover A New New Zealand	DDB Group New Zealand, Auckland	KiwiRail	New Zealand
102	Getting Singapore To All Hail Pats!	Iris Worldwide Singapore	APB/Diageo	Singapore
103	PayPal CarPark Christmas Challenge	Edelman Australia, Sydney	PayPal Australia	Australia
104	Probably The Best Football Beer	Geometry Global Kuala Lumpur	Carlsberg Brewery Malaysia	Malaysia

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Shopper & e-Commerce Marketing				
105	Targeted Gift	BBDO Bangkok	Central JD Commerce	Thailand
Small Budget-Products				
106	Bricks & Imagination	Geometry Shanghai	Nike	China
107	Reshoot Graduation Photo Campaign	Soho Square Shanghai	JALA Corporation	China
108	The Hairy Tale	GREY Tokyo	Procter & Gamble	Japan
109	The New Word	Edelman Hong Kong	Oatly	Hong Kong
Small Budget-Services				
110	The "Mensus"	BC&F Dentsu Auckland	Movember	New Zealand
111	The Magic Train Tickets	Ogilvy Shanghai	Tencent Technology (Shenzhen)	China
Social Media Marketing				
112	Lonely Rambutan	Wunderman Thompson Bangkok	Malee Enterprise	Thailand
113	The Hairy Tale	GREY Tokyo	Procter & Gamble	Japan
Sponsorship/Events and Engaged Communities				
114	Colonel KI	Mindshare China, Shanghai	Yum! China	China
115	Heineken 0.0 Now You Can	Wunderman Thompson Bangkok	Thai Asia Pacific Brewery	Thailand
116	Viewer Verdict	Ogilvy Sydney	Kentucky Fried Chicken	Australia
Sustained Success				
117	A Salute to Breastmilk	Ogilvy Taipei	Wyeth Taiwan	Taiwan
118	Becoming Australia's Number 1 Beer	Clemenger BBDO Melbourne	Carlton & United Breweries	Australia
119	Embracing Dirt As An Act Of Faith	Hindustan Unilever Mumbai	Hindustan Unilever	India
120	The Second Act	BC&F Dentsu Auckland	The New Zealand Heart Foundation	New Zealand

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Youth Marketing				
121	Reshoot Graduation Photo Campaign	Soho Square Shanghai	JALA Corporation	China
122	The Deciding Question	Stanley St Auckland	New Zealand Police	New Zealand

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