

APAC Effie Awards 2023 Winners

(Results by Award)

Brand of the Year	Marketer of the Year	Independent Agency of the Year	Agency of the Year	Agency Network of the Year
1st Place Whisper	1st Place Mondelēz International	1st Place Special Auckland	1st Place Special Auckland	1st Place Ogilvy
2nd Place Oreo	2nd Place Procter & Gamble	2nd Place GIGIL	2nd Place Leo Burnett Mumbai	2nd Place Leo Burnett Worldwide
3rd Place (tie) Dutchie Partners Life	3rd Place Samsung	3rd Place Special Sydney	3rd Place Ogilvy Sydney	3rd Place DDB Worldwide

	Entry Title	Category	Clients	Lead Agency	Contributing Agencies	Territory
GRAND EFFIE						
	Curing Homesickness		Curing Homesickness	CHEP Network Melbourne		Australia

No	Entry Title	Category	Clients	Lead Agency	Contributing Agencies	Territory
GOLD						
1	iTest: Comparing Apples With Androids	Multi-Market Products	Samsung New Zealand	Tribal / DDB Group Aotearoa NZ	Spark Foundry New Zealand	New Zealand
2	Changing Education To Keep Girls In School	Beauty & Wellness	Procter & Gamble	Leo Burnett Mumbai		India
3	iTest: Comparing Apples With Androids	Consumer Electronics and Durables	Samsung New Zealand	Tribal / DDB Group Aotearoa NZ	Spark Foundry New Zealand	New Zealand
4	Resilience Road	Insurance	Suncorp Insurance	Leo Burnett Sydney		Australia
5	Love Your Gut	Asia Pacific Brands	Dutch Mill	Ogilvy Bangkok		Thailand
6	ToMEATo Sauce	Branded Utility	Hell Pizza	Special Auckland		New Zealand
7	Can A Cookie Help India Win A World Cup?	Carpe Diem - Products	Mondelēz India	Leo Burnett Mumbai		India
8	Can A Cookie Help India Win A World Cup?	Events	Mondelēz India	Leo Burnett Mumbai		India
9	Changing Education To Keep Girls In School	Experiential Marketing - Products	Procter & Gamble	Leo Burnett Mumbai		India
10	The Silent Night	Experiential Marketing - Services	Wellington City Mission	Special Auckland / OMD Wellington		New Zealand
11	Recharged Hair Recharged Me	Influencer	Procter & Gamble	Dentsu Creative Indonesia		Indonesia
12	The Last Performance	Media Idea	Partners Life	Special Auckland		New Zealand

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13	The Loudest Call For Help	Media Innovation	Whitelion Youth	Ogilvy Sydney		Australia
14	Changing Education To Keep Girls In School	Positive Change: Social - Brands - Products	Procter & Gamble	Leo Burnett Mumbai		India
15	The Loudest Call For Help	Small Budget- Services	Whitelion Youth	Ogilvy Sydney		Australia
16	Deals So Distracting They Were Unskippable	Social Media Marketing	McDonald's Australia	DDB Sydney	Mango Communications Sydney / OMD Sydney	Australia
17	Not Just A Box Of Chocolates	Sustained Success - Products	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
18	Curing Homesickness	Sustained Success - Services	Curing Homesickness	CHEP Network Melbourne		Australia
SILVER						
19	Zero To Liberation In Six Words	Automotive	Hero MotoCorp	McCann New Delhi		India
20	Mother's Love Is Perfect	Beverages Non-Alcohol	Nestlé Indonesia	Ogilvy Jakarta	Wunderman Thompson Jakarta / Dentsu Jakarta	Indonesia
21	Maya: The Anthem Of Financial Freedom	Finance	Maya Philippines	Bates CHI&Partners Manila		Philippines
22	Love Your Gut	Food	Dutch Mill	Ogilvy Bangkok		Thailand
23	The Last Performance	Insurance	Partners Life	Special Auckland		New Zealand
24	Phone It In	IT /Telco	Skinny	Colenso BBDO		New Zealand
25	Delivery Man	New Product or Service - Line Extension	Grab	GIGIL		Philippines
26	Uber One Membership Launch	Other Products & Services	Uber	Special Sydney	EssenceMediaCom Sydney	Australia
27	The Eyes	Asia Pacific Brands	Monde Nissin (Thailand)	Ogilvy Bangkok		Thailand
28	Love Your Gut	Brand Revitalisation	Dutch Mill	Ogilvy Bangkok		Thailand
29	The Last Performance	Branded Content	Partners Life	Special Auckland		New Zealand
30	Bake From The Heart	Branded Utility	Mondelēz Malaysia	Ogilvy Kuala Lumpur		Malaysia
31	Beam Suntory's Most Successful Launch Ever	David vs Goliath	Beam Suntory	The Monkeys Sydney		Australia
32	The Baby Bank That Grew.	David vs Goliath	ING Australia	Ogilvy Sydney		Australia
33	GET CRAZY FOR CRAZY THURSDAYS!	Engaged Community	Yum! China	Ogilvy Shanghai		China
34	The Silent Night	Events	Wellington City Mission	Special Auckland / OMD Wellington		New Zealand
35	OREO Stacked At Stores To Stacked At Homes	Experiential Marketing - Products	Mondelēz Kinh Do Vietnam	Publicis Vietnam	Spark Foundry Vietnam	Vietnam
36	KFC Degustation	Experiential Marketing - Services	KFC Australia	Ogilvy Sydney	Ogilvy PR Sydney / EssenceMediaCom Sydney / AKQA Sydney	Australia

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37	Girls' Fashion's First Virtual Influencer	Influencer	Zhejiang Semir Garment	Ogilvy Shanghai		China
38	Golden Wisdom	Influencer	RHB Banking Group	FCB SHOUT		Malaysia
39	The Last Performance	Media Content Partnership	Partners Life	Special Auckland		New Zealand
40	Grab: Digitalising Farmer Supply Chains	Positive Change: Social - Brands - Services	Grab	Grab	Mindshare Vietnam	Singapore
41	The Silent Night	Positive Change: Social - Non-Profit	Wellington City Mission	Special Auckland / OMD Wellington		New Zealand
42	KFC's Left-Handed Menu	Shopper & e-Commerce Marketing	KFC Australia	Ogilvy Sydney	Ogilvy PR Sydney / EssenceMediaCom Sydney / AKQA Sydney	Australia
43	Give Up On Humans	Small Budget - Services	Mars	Colenso BBDO		New Zealand
44	Red Label - Taste Of Togetherness	Sustained Success - Products	Hindustan Unilever	Ogilvy Mumbai		India
45	Macca's: Unlocking The Value Of A Nickname	Sustained Success - Services	McDonald's Australia	DDB Sydney	OMD Sydney	Australia
46	Love Your Gut	Youth Marketing	Dutch Mill	Ogilvy Bangkok		Thailand
BRONZE						
47	NISSAN ProPILOT MOP	Automotive	Nissan Motor	TBWA\HAKUHODO		Japan
48	Heat Happens - Don't Lose To Heat	Beverages Non-Alcohol	Coca-Cola (China) Beverages	Ogilvy Shanghai		China
49	BREAKING RADIO CALISTHENICS	Consumer Electronics and Durables	HARMAN International	BBDO Tokyo	Television Corporation of Japan	Japan
50	Changing The Way Australia Builds	Household/Home Products & Services	James Hardie Australia	Ogilvy Sydney	Mindshare Sydney	Australia
51	A Cautionary Tale Of Bargain Regret	Insurance	Suncorp	Ogilvy Sydney	OMD Melbourne	Australia
52	KFC Degustation	Restaurants	KFC Australia	Ogilvy Sydney	Ogilvy PR Sydney / EssenceMediaCom Sydney / AKQA Sydney	Australia
53	If You Seek	Travel / Tourism	Tourism New Zealand	DDB Aotearoa	RUN / Mindshare Melbourne	New Zealand
54	Australia Is Why	Asia Pacific Brands	Telstra	The Monkeys Sydney		Australia
55	Heat Happens - Don't Lose To Heat	Brand Revitalisation	Coca-Cola (China) Beverages	Ogilvy Shanghai		China
56	BREAKING RADIO CALISTHENICS	Branded Content	HARMAN International	BBDO Tokyo	Television Corporation of Japan	Japan
57	Maya: The Anthem Of Financial Freedom	Branded Content	Maya Philippines	Bates CHI&Partners Manila		Philippines
58	Globe	Carpe Diem - Services	Netflix	GIGIL		Philippines
59	The Silent Night	Carpe Diem - Services	Wellington City Mission	Special Auckland / OMD Wellington		New Zealand

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60	Grab: Digitalising Farmer Supply Chains	Corporate Reputation	Grab	Grab	Mindshare Vietnam	Singapore
61	A Movie That Made From Us	David vs Goliath	CPF Restaurant and Food Chain	BBDO Bangkok		Thailand
62	Grab: Disrupting The Big Boys Of Logistics	Engaged Community	Grab	Salmon House	M&C Saatchi Performance London	Singapore
63	We Hear You: Reshaping Grab's B2B Programs	Engaged Community	Grab	Choojai Ka Kalayanamitr	M&C Saatchi Performance London	Singapore
64	Harbin The Beer Bench	Experiential Marketing - Products	Anheuser-Busch Inbev (China)	BBDO Shanghai		China
65	Galing DITO	Influencer	DITO Telecommunity	TBWA Santiago Mangada Puno		Philippines
66	Phone It In	Media Innovation	Skinny	Colenso BBDO		New Zealand
67	Buskermercials	Positive Change: Social - Brands - Services	Mediacorp	BLKJ HAVAS		Singapore
68	Bake From The Heart	Seasonal Marketing	Mondelēz Malaysia	Ogilvy Kuala Lumpur		Malaysia
69	It's Not Crazy. It's The Navy.	Youth Marketing	Republic of Singapore Navy	MullenLowe Singapore		Singapore
70	Mates Make It Macca's	Youth Marketing	McDonald's Australia	Akcelo Sydney		Australia
FINALIST						
71	Stop The Beauty Test	Beauty & Wellness	Hindustan Unilever	Ogilvy Mumbai	Chrome Pictures Media / Mindshare Mumbai / MSL Group Mumbai	India
72	Harbin The Beer Bench	Beverages - Alcohol	Anheuser-Busch Inbev (China)	BBDO Shanghai		China
73	A Real Magic Year Of The Tiger	Beverages Non-Alcohol	Coca-Cola (China) Beverages	Ogilvy Shanghai		China
74	IPDC Child Marriage Prevention Loan	Finance	IPDC Finance	Grey Advertising Bangladesh		Bangladesh
75	The Eyes	Food	Monde Nissin (Thailand)	Ogilvy Bangkok		Thailand
76	It's Not Crazy. It's The Navy.	Government / Institutional	Republic of Singapore Navy	MullenLowe Singapore		Singapore
77	One Drink	Government / Institutional	Mental Health Commission	303 MullenLowe Perth	Initiative Perth	Australia
78	See Equal #ShareTheLoad	Household/Home Products & Services	Procter & Gamble	BBDO Mumbai		India
79	Giving India A Lost Piece Of Its History	IT /Telco	Airtel	Leo Burnett New Delhi		India
80	The Loudest Call For Help	Other Products & Services	Whitelion Youth	Ogilvy Sydney		Australia
81	KFC's Left-Handed Menu	Restaurants	KFC Australia	Ogilvy Sydney	Ogilvy PR Sydney / EssenceMediaCom Sydney / AKQA Sydney	Australia
82	Mates Make It Macca's	Restaurants	McDonald's Australia	Akcelo Sydney		Australia
83	The Off Season	Travel / Tourism	Tourism Tasmania	BMF Sydney		Australia
84	Mother's Love Is Perfect	Brand Revitalisation	Nestlé Indonesia	Ogilvy Jakarta	Wunderman Thompson Jakarta / Dentsu Jakarta	Indonesia

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85	Deals So Distracting They Were Unskippable	Branded Content	McDonald's Australia	DDB Sydney	Mango Communications Sydney / OMD Sydney	Australia
86	We Hear You: Reshaping Grab's B2B Programs	Business-to-Business	Grab	Choojai Ka Kalayanamitr	M&C Saatchi Performance London	Singapore
87	Turning Grab Drivers Into Food Marketers	Crisis Response / Critical Pivot - Services	Grab	Grab	Mindshare Vietnam	Singapore
88	Time Disrupts With Kabel Besar	David vs Goliath	TIME dotCom	Fishermen Integrated Malaysia	Entropia	Malaysia
89	Unbranded Menu	Engaged Community	McDonald's Philippines	Leo Burnett Manila		Philippines
90	iTest: Comparing Apples With Androids	Experiential Marketing - Products	Samsung New Zealand	Tribal / DDB Group Aotearoa NZ	Spark Foundry New Zealand	New Zealand
91	A 'Booster' Of Happiness	Influencer	Tourism Fiji	Special Auckland	Rad Lab	New Zealand
92	How Oreo Influenced A Billion Cricket Fans	Influencer	Mondelēz India	Leo Burnett Mumbai		India
93	KFC Degustation	Influencer	KFC Australia	Ogilvy Sydney	Ogilvy PR Sydney / EssenceMediaCom Sydney / AKQA Sydney	Australia
94	Changing The Way Australia Builds	Marketing Disruptors	James Hardie Australia	Ogilvy Sydney	Mindshare Sydney	Australia
95	IPDC Child Marriage Prevention Loan	Marketing Disruptors	IPDC Finance	Grey Advertising Bangladesh		Bangladesh
96	iTest: Comparing Apples With Androids	Marketing Disruptors	Samsung New Zealand	Tribal / DDB Group Aotearoa NZ	Spark Foundry New Zealand	New Zealand
97	The (Un)Censored Ad	Media Idea	Bajaj Auto	Ogilvy Mumbai		India
98	Turning Grab Drivers Into Food Marketers	Media Idea	Grab	Grab	Mindshare Vietnam	Singapore
99	Turning Grab Drivers Into Food Marketers	Media Innovation	Grab	Grab	Mindshare Vietnam	Singapore
100	Eating Equally With Eatqual	Positive Change: Social - Brands - Services	McDonald's India	DDB Mudra Group Mumbai		India
101	Give Up On Humans	Positive Change: Social - Brands - Services	Mars	Colenso BBDO		New Zealand
102	Meet Kami	Positive Change: Social - Non-Profit	Down Syndrome International	Forsman & Bodenfors Singapore	The Diigitals	Singapore
103	The Off Season	Seasonal Marketing	Tourism Tasmania	BMF Sydney		Australia
104	Delivery Man	Short Video Marketing	Grab	GIGIL		Philippines
105	HSBC Futureverse	Short Video Marketing	HSBC Singapore	Wunderman Thompson Singapore		Singapore

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106	OREO Stacked At Stores To Stacked At Homes	Small Budget - Products	Mondelēz Kinh Do Vietnam	Publicis Vietnam	Spark Foundry Vietnam	Vietnam
107	JUKE "MUSIC IN A CAN"	Social Media Marketing	Heineken Vietnam	Leo Burnett Vietnam		Vietnam
108	National Movement To Keep Girls In School	Sustained Success - Products	Procter & Gamble	Leo Burnett Mumbai		India
109	Spotify's 3 Year Race To Category Leader	Sustained Success - Services	Spotify India	Leo Burnett Mumbai		India
110	Too Busy Lives	Sustained Success - Services	IAG	Colenso BBDO		New Zealand
111	Heat Happens - Don't Lose to Heat	Youth Marketing	Coca-Cola (China) Beverages	Ogilvy Shanghai		China