effie Awards
Asia Pacific

APAC Effie Awards 2025 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 **St. Jude ChildCare Centres**	1st Place **St. Jude ChildCare Centres**	1st Place **The Womb**	1st Place **Ogilvy Mumbai**	1st Place **Ogilvy**
2nd Place **VinFast VF3**	2nd Place **Unilever**	2nd Place **Pitchblack Partners**	2nd Place **Leo Mumbai**	2nd Place **LEO**
3rd Place **Vaseline**	3rd Place **VinFast**	3rd Place **Fenton**	3rd Place **The Womb**	3rd Place **DDB Worldwide**

No	Entry Title	Category	Client	Lead Agency	Contributing Agencies	Territory
GOLD						
1	VF 3 - FROM HYPE TO HISTORY IN 66 HOURS	Automotive	VinFast Vietnam	Ogilvy Vietnam		Vietnam
2	The Impossible Choice	Healthcare	St. Jude Childcare Centres	Ogilvy Mumbai		India
3	Using data to make Indians Play	Data Driven	PepsiCo India	Leo Mumbai		India
4	Vaseline Pro Derma Transition Body Lotion	Engaged Community - Products	Unilever Singapore	Ogilvy Singapore		Singapore
5	Getting Indians To Pay For Music	Influencer	Spotify India	Leo Mumbai		India
6	SCRIPTING VALENTINE'S MAGIC WITH DISNEY	Media Content Partnership	Mondelēz India Foods	Ogilvy Mumbai	Wavemaker India	India
7	Getting Indians To Pay For Music	Media, Entertainment & Leisure	Spotify India	Leo Mumbai		India
8	Teaching Kids the Good and Bad Tings About	Positive Change: Social – Brands - Services	2degrees	TBWA\Auckland		New Zealand
9	The Impossible Choice	Positive Change: Social – Non-Profit	St. Jude ChildCare Centres	Ogilvy Mumbai		India
10	VF 3 - FROM HYPE TO HISTORY IN 66 HOURS	Shopper & e-Commerce Marketing	VinFast Vietnam	Ogilvy Vietnam		Vietnam
11	Suncorp: Resilience Rewriting Rules	Sustained Success - Services	Suncorp Insurance	Leo Sydney		Australia
12	A Masterclass in Government Sex Talks	Youth Marketing	Department of Health and Aged Care	Ogilvy Sydney	UM Sydney / Fenton	Australia
SILVER						
13	From Handwash Rebels To Handwash Legends	Household/Home Products & Services	ITC	Ogilvy Mumbai		India
14	Flexi Cat	Insurance	Income Insurance	BBH Singapore		Singapore
15	A GEYSER THAT REDUCES HAIR-FALL	New Product or Service - Introduction	Symphony Limited	The Womb		India
16	NEEYAT: INDIA'S REAL CREDIT SCORE	Asia Pacific Brands - Services	Piramal Capital and Housing Finance	The Womb		India

No	Entry Title	Category	Client	Lead Agency	Contributing Agencies	Territory
17	Grab Unblocks the Worst Airport in Asia	Branded Utility	Grab	Grab Creative Studio		Philippines
18	Food Feud	Engaged Community - Products	Sasa Inti	VML Indonesia		Indonesia
19	KFC Flying High in a Frugal World	Engaged Community - Services	KFC Australia	Ogilvy Sydney		Australia
20	50 Benches	Experiential Marketing - Services	McDonald's Hong Kong	DDB Group Hong Kong	OMD Hong Kong	Hong Kong
21	Hello Christmas	Media Innovation	Telstra	Droga5 Sydney, Formerly The Monkeys		Australia
22	Vaseline Pro Derma Transition Body Lotion	Positive Change: Social – Brands - Products	Unilever Singapore	Ogilvy Singapore		Singapore
23	Go Big on the Little Things	Seasonal Marketing	ALDI Australia	BMF Sydney		Australia
24	How Australian Lamb united the generations	Seasonal Marketing	Meat and Livestock Australia	Droga5 Sydney, Formerly The Monkeys		Australia
25	The Impossible Choice	Short Video Marketing	St. Jude ChildCare Centres	Ogilvy Mumbai		India
26	A GEYSER THAT REDUCES HAIR-FALL	Small Budget-Products	Symphony Limited	The Womb		India
27	The Impossible Choice	Small Budget-Services	St. Jude ChildCare Centres	Ogilvy Mumbai		India
28	Saving her savings	Small Budget-Services	ESAF Small Finance Bank	McCann Gurugram		India
29	How the Boot McNugget became a collectable	Social Media Marketing	McDonald's Australia	DDB Group Sydney	OMD Sydney / Mango Communications	Australia
30	Nothing Compares	Sustained Success - Products	Goodman Fielder	DDB Group Aotearoa		New Zealand
31	Brewing India's New Beverage Habit	Sustained Success - Products	Nestlé India	McCann Gurugram		India
32	How ridiculousness resurrected Burger King	Sustained Success - Services	Burger King NZ	Pitchblack Partners		New Zealand
33	Anything But Regular	Youth Marketing	Army Recruitment Centre	Tribal Worldwide Singapore		Singapore
BRONZE						
34	Clear's Winning Play Against Dandruff	Multi-Market Products	Unilever Singapore	MullenLowe Singapore		Singapore
35	The Benz Effect	Automotive	Mercedes-Benz (Thailand)	BBDO Bangkok		Thailand
36	AN SOS CALL FROM KIDS TO BLIND PARENTS	Automotive	TVS Motor Company	Lowe Lintas Bangalore		India
37	Sweet Truth	Beauty & Wellness	Colgate-Palmolive India	Brand David Communications Mumbai		India
38	If My Skin Can, Yours Can	Beauty & Wellness	Unilever Indonesia	VML Indonesia		Indonesia
39	NEEYAT: INDIA'S REAL CREDIT SCORE	Finance	Piramal Capital and Housing Finance	The Womb		India
40	Food Feud	Food	Sasa Inti	VML Indonesia		Indonesia
41	A Masterclass in Government Sex Talks	Government / Institutional	Department of Health and Aged Care	Ogilvy Sydney	UM Sydney / Fenton	Australia
42	KiKi Voice	Healthcare	Bayer Thai	Ogilvy Bangkok		Thailand
43	50 Benches	Media Idea	McDonald's Hong Kong	DDB Group Hong Kong	OMD Hong Kong	Hong Kong
44	Walking Tall: The Buckaroo Story	New Product or Service - Introduction	Buckaroo	McCann Gurugram		India
45	Giving Health Insurance a wake-up call	New Product or Service - Introduction	ACKO General Insurance	Leo Mumbai		India

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46	MaccyLeaks	New Product or Service - Introduction	McDonald's Hong Kong	DDB Group Hong Kong		Hong Kong
47	The Single-Handed Triumph	New Product or Service - Line Extension	Britannia Industries	The Womb		India
48	Purple: From Bathroom Sink to Vanity Table	New Product or Service - Line Extension	Colgate-Palmolive Malaysia	WPP@CP Singapore		Singapore
49	From jobseeker, to the one whom jobs seek	Other Products & Services	Indeed	DDB Mudra Group Mumbai		India
50	The world's most successful Popeyes launch	Restaurants	Popeyes New Zealand	Pitchblack Partners / Hearts & Science New Zealand		New Zealand
51	Driver Tax	Restaurants	McDonald's New Zealand	DDB Group Aotearoa	OMD New Zealand / Fuse New Zealand / Scoundrel / Franklin Rd Music & Sound	New Zealand
52	Go Big on the Little Things	Retail	ALDI Australia	BMF Sydney		Australia
53	Second Life	Retail	Fourleaf	McCann Tokyo	McCann Singapore	Japan
54	Relive the epic of The Ramayana Trail	Travel / Tourism	SriLankan Airlines	Phoenix Ogilvy	Working Ants Productions / Firebelly Films	Sri Lanka
55	Fight for Thais' Gut	Asia Pacific Brands - Products	Dutch Mill	Ogilvy Bangkok		Thailand
56	VF 3 - FROM HYPE TO HISTORY IN 66 HOURS	Asia Pacific Brands - Products	VinFast Vietnam	Ogilvy Vietnam		Vietnam
57	THE OG GANGSTA IS BACK!	Brand Revitalisation	Symphony Limited	The Womb		India
58	From Handwash Rebels To Handwash Legends	Branded Content	ITC	Ogilvy Mumbai		India
59	Grab for Moms - outserving moms in need	Branded Utility	Grab	Grab Creative Studio		Vietnam
60	Using data to make Indians Play	Branded Utility	PepsiCo India	Leo Mumbai		India
61	Cornershop Heroes	Business-to-Business	Buckaroo	McCann Gurugram		India
62	Hacking ChatGPT saved marketing 99% hours	Data Driven	Grab	Grab		Malaysia
63	So F_ing Delicious	David vs. Goliath (Traditional)	Lee Kum Kee (Hong Kong)	Grey Advertising Hong Kong		Hong Kong
64	No Twist in this tale	Events	Britannia Industries	The Womb		India
65	How a historic jingle unlocked a new love	Experiential Marketing - Products	McDonald's Australia	DDB Group Sydney / OMD Sydney	Mango Communications / Akcelo	Australia
66	Using data to make Indians Play	Experiential Marketing - Products	PepsiCo India	Leo Mumbai		India
67	The First Gaming Festival You Could Play	Experiential Marketing - Services	Spark New Zealand	Colenso BBDO		New Zealand
68	From Handwash Rebels To Handwash Legends	Influencer	ITC	Ogilvy Mumbai		India
69	If My Skin Can, Yours Can	Influencer	Unilever Indonesia	VML Indonesia		Indonesia
70	VF 3 - FROM HYPE TO HISTORY IN 66 HOURS	Marketing Disruptors	VinFast Vietnam	Ogilvy Vietnam		Vietnam
71	Colgate Oral Health Movement	Positive Change: Social – Brands - Products	Colgate-Palmolive India	Brand David Communications Mumbai		India
72	KFC Bucketware	Seasonal Marketing	Yum Restaurants International	VML Thailand		Thailand

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73	KFC Flying High in a Frugal World	Shopper & e-Commerce Marketing	KFC Australia	Ogilvy Sydney		Australia
74	What can IKEA teach Indians about homes?	Shopper & e-Commerce Marketing	IKEA India	Leo Mumbai		India
75	The Benz Effect	Small Budget-Products	Mercedes-Benz (Thailand)	BBDO Bangkok		Thailand
76	If My Skin Can, Yours Can	Social Media Marketing	Unilever Indonesia	VML Indonesia		Indonesia
77	No Twist in this tale	Social Media Marketing	Britannia Industries	The Womb		India
78	How Australian Lamb leapt to new heights	Sustained Success - Products	Meat and Livestock Australia	Droga5 Sydney, Formerly The Monkeys		Australia
79	Break Period Taboo To Keep Girls In School	Sustained Success - Products	Procter & Gamble	Leo Mumbai		India
80	SIX YEARS OF RECORD GROWTH - SOLVED.	Sustained Success - Services	Auto & General Insurance	303 MullenLowe		Australia
81	From Handwash Rebels To Handwash Legends	Youth Marketing	ITC	Ogilvy Mumbai		India
FINALIST						
82	A Loud Stance Against Asia's Silent Killer	Multi-Market Products	Roche Diagnostics Asia Pacific	Edelman Singapore		Singapore
83	Vaseline Pro Derma Transition Body Lotion	Beauty & Wellness	Unilever Singapore	Ogilvy Singapore		Singapore
84	Using data to make Indians Play	Beverages Non-Alcohol	PepsiCo India	Leo Mumbai		India
85	Get Almost Almost Anything on Uber Eats	Delivery Services	Uber	Special Sydney		Australia
86	How Australian Lamb united the generations	Food	Meat and Livestock Australia	Droga5 Sydney, Formerly The Monkeys		Australia
87	Tongue Spoon	Food	Nestlé Indonesia	VML Indonesia		Indonesia
88	Thank You From Your Future Self	Healthcare	MSD Vietnam	MullenLowe Mishra		Vietnam
89	Stallion	Healthcare	Bayer Philippines	GIGIL		Philippines
90	Complete Protection, Complete Stories	Insurance	Income Insurance	BBH Singapore		Singapore
91	giga! Eeeasiest Win	Media Idea	StarHub Mobile	Grey Group Singapore		Singapore
92	Stop turning a colourblind eye	New Product or Service - Line Extension	McDonald's India	DDB Mudra Group Mumbai		India
93	Grab for Moms - outserving moms in need	New Product or Service - Line Extension	Grab	Grab Creative Studio		Vietnam
94	KFC Flying High in a Frugal World	Restaurants	KFC Australia	Ogilvy Sydney		Australia
95	Valentine's Day	Retail	Grab	GIGIL		Philippines
96	Sound of Silence	Asia Pacific Brands - Products	MIVI	The Womb		India
97	D for Dreams	Branded Utility	Mondelēz India Foods	Ogilvy Mumbai		India
98	Leveling the field for women farmers	Business-to-Business	PepsiCo India	Leo Mumbai		India
99	No Twist in this tale	Carpe Diem – Products	Britannia Industries	The Womb		India
100	The Airport That Became A Swiftie	Carpe Diem – Services	Changi Airport Group	Ogilvy Singapore		Singapore
101	Huawei Project Ocean Eye	Corporate Reputation	Huawei Technologies	Ogilvy Shanghai / Ogilvy Shenzhen		China

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102	AN SOS CALL FROM KIDS TO BLIND PARENTS	Corporate Reputation	TVS Motor Company	Lowe Lintas Bangalore		India
103	Voice of Partners	Corporate Reputation	Grab	GIGIL		Philippines
104	Leveling the field for women farmers	Crisis Response / Critical Pivot - Products	PepsiCo India	Leo Mumbai		India
105	A Masterclass in Government Sex Talks	Crisis Response / Critical Pivot - Services	Department of Health and Aged Care	Ogilvy Sydney	UM Sydney / Fenton	Australia
106	Reclaiming the Spirit of Indian Democracy	David vs. Goliath (Situational)	Indian National Congress	DDB Mudra Group Mumbai		India
107	5Star 'Erases' Valentine's Day	David vs. Goliath (Situational)	Mondelēz India Foods	Ogilvy Mumbai		India
108	Leave a better taste in your mouth	David vs. Goliath (Traditional)	Delivereasy	Colenso BBDO		New Zealand
109	MaccyLeaks	Engaged Community - Services	McDonald's Hong Kong	DDB Group Hong Kong	OMD Hong Kong	Hong Kong
110	KFC Flying High in a Frugal World	Experiential Marketing - Products	KFC Australia	Ogilvy Sydney		Australia
111	Designing A Period Curriculum For Mom	Experiential Marketing - Products	Procter & Gamble	Leo Mumbai		India
112	Fantenders	Experiential Marketing - Products	China Resources Beer	BBH Shanghai		China
113	Vaseline Pro Derma Transition Body Lotion	Marketing Disruptors	Unilever Singapore	Ogilvy Singapore		Singapore
114	AN SOS CALL FROM KIDS TO BLIND PARENTS	Positive Change: Social – Brands - Products	TVS Motor Company	Lowe Lintas Bangalore		India
115	ONE DAY-OFF TOGETHERNESS	Positive Change: Social – Brands - Products	Mondelēz Kinh Do Vietnam	Leo Vietnam		Vietnam
116	Saving her savings	Positive Change: Social – Brands - Services	ESAF Small Finance Bank	McCann Gurugram		India
117	A Masterclass in Government Sex Talks	Positive Change: Social – Non-Profit	Department of Health and Aged Care	Ogilvy Sydney	UM Sydney / Fenton	Australia
118	SCRIPTING VALENTINE'S MAGIC WITH DISNEY	Seasonal Marketing	Mondelēz India Foods	Ogilvy Mumbai	Wavemaker India	India
119	A Festive Campaign without Festive Clichés	Seasonal Marketing	Mondelēz India Foods	Leo Mumbai		India
120	The world's most successful Popeyes launch	Small Budget-Services	Popeyes New Zealand	Pitchblack Partners / Hearts & Science New Zealand		New Zealand
121	Second Life	Social Media Marketing	Fourleaf	McCann Tokyo	McCann Singapore	Japan
122	It's not Crazy. It's the Navy	Sustained Success - Services	Republic of Singapore Navy	MullenLowe Singapore		Singapore
123	5Star 'Erases' Valentine's Day	Youth Marketing	Mondelēz India Foods	Ogilvy Mumbai		India