

APAC Effie Awards 2020 (Results by Award)

SPECIAL AWARDS

Brand of the Year	Client of the Year	Independent Agency of the Year	Agency of the Year	Agency Network of the Year
1. KFC 2. Pantene 3. Chatcops	1. Yum! Brands 2. Procter & Gamble 3. New Zealand Police	1. Stanley Street Auckland 2. Edelman Australia, Sydney 3. GIGIL, Philippines	1. Colenso BBDO 1. Ogilvy Sydney 3. DDB Group New Zealand	1. Ogilvy 2. BBDO Worldwide 3. McCann Worldgroup

Entry Title	Category	Client	Lead Agency	Country
GRAND EFFIE				
Loyalty Pointless Points	Retail	ALDI Australia	BMF Sydney	Australia

No	Entry Title	Category	Client	Lead Agencies	Contributing Agencies	Country
GOLD						
1	#StopMithani	Positive Change Social Good - Brands	HDFC Bank	The Leo Group Mumbai		India
2	Hungry Puffs	Positive Change Social Good - Non-Profit	Foodbank WA	The Brand Agency Perth		Australia
3	Bring Back The Idols	Food	Mars Japan	BBDO Japan		Japan

No	Entry Title	Category	Client	Lead Agencies	Contributing Agencies	Country
4	The "Mensus"	Government / Institutional	Movember	BC&F Dentsu Auckland	Carat Auckland MKTG Auckland	New Zealand
5	The Deciding Question	Government / Institutional	New Zealand Police	Stanley St Auckland		New Zealand
6	Michelin Impossible	Restaurants	KFC Australia	Ogilvy Sydney		Australia
7	Loyalty Pointless Points	Retail	ALDI Australia	BMF Sydney		Australia
8	Studs	Retail	Levi's	GIGIL Philippines		Philippines
9	The Split Sponsorship	Travel / Tourism	Marriott International	Ogilvy Hong Kong		Hong Kong
10	The Hairy Tale	Branded Content	Procter & Gamble	GREY Tokyo		Japan
11	Michelin Impossible	Carpe Diem - Products	KFC Australia	Ogilvy Sydney		Australia
12	The Deciding Question	Corporate Reputation	New Zealand Police	Stanley St Auckland		New Zealand
13	Live A Little Freer	David vs Goliath	AA Insurance	DDB Group New Zealand		New Zealand
14	Discover A New New Zealand	Seasonal Marketing	KiwiRail	DDB Group New Zealand		New Zealand
15	Getting Singapore To All Hail Pats!	Seasonal Marketing	APB/ Diageo	Iris Worldwide Singapore	Dentsu Redstar Singapore	Singapore
16	The Hairy Tale	Small Budget-Products	Procter & Gamble	GREY Tokyo		Japan
17	Lonely Rambutan	Social Media Marketing	Malee Enterprise	Wunderman Thompson Bangkok		Thailand
18	The Deciding Question	Youth Marketing	New Zealand Police	Stanley St Auckland		New Zealand

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SILVER						
19	Let's Stop It At The Start - Phase 2	Positive Change Social Good - Non-Profit	Department of Social Services	BMF Sydney		Australia
20	Find Your Unbeaten Path	Automotive	Inchcape Hong Kong	TBWA\Hong Kong		Hong Kong
21	I'm Drinking It For You	Beverages - Alcohol	DB Breweries	Colenso BBDO		New Zealand
22	#adulting	Financial Products & Services	Manulife Singapore	TBWA\Singapore		Singapore
23	The Best Gift	Financial Products & Services	Income	BBH Singapore		Singapore
24	Lonely Rambutan	Food	Malee Enterprise	Wunderman Thompson Bangkok		Thailand
25	Skinny	IT /Telco	Skinny	Colenso BBDO		New Zealand
26	Cover For Their Overconfidence	New Product or Service	RACV	CHE Proximity Melbourne		Australia
27	There's A Playlist For That	New Product or Service	Spotify India	The Leo Group Mumbai		India
28	Viewer Verdict	Restaurants	KFC Australia	Ogilvy Sydney	MediaCom Sydney PRISM Sydney	Australia
29	Find Your Unbeaten Path	Brand Experience - Products	Inchcape Hong Kong	TBWA\Hong Kong		Hong Kong
30	Germ Nashini	Brand Experience - Services	Unilever	MullenLowe Lintas Group India	MullenLowe Singapore	India
31	I'm Drinking It For You	Branded Content	DB Breweries	Colenso BBDO		New Zealand
32	Viewer Verdict	Branded Utility	KFC Australia	Ogilvy Sydney	MediaCom Sydney PRISM Sydney	Australia

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33	Colonel KI	Data Driven	Yum! China	Mindshare Shanghai		China
34	Your Pepsi Home Video	Data Driven	PepsiCo China	VMLY&R China		China
35	Skinny	David vs Goliath	Skinny	Colenso BBDO		New Zealand
36	Skinny	Influencer	Skinny	Colenso BBDO		New Zealand
37	The Hairy Tale	Influencer	Procter & Gamble	GREY Tokyo		Japan
38	PayPal Carpark Christmas Challenge	Seasonal Marketing	PayPal Australia	Edelman Australia, Sydney	iProspect Sydney Isobar Sydney	Australia
39	The "Mensus"	Small Budget-Services	Movember	BC&F Dentsu Auckland	Carat Auckland MKTG Auckland	New Zealand
40	Colonel KI	Sponsorship/ Events and Engaged Communities	Yum! China	Mindshare Shanghai		China
41	Embracing Dirt As An Act Of Faith	Sustained Success	Hindustan Unilever	Hindustan Unilever	Edelman India, Mumbai Jack In The Box Worldwide Mumbai	India
42	Reshoot Graduation Photo Campaign	Youth Marketing	JALA Corporation	Soho Square Shanghai		China
43	First Commissions	Multi-Market Products & Services	University of Melbourne	McCann Melbourne		Australia

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BRONZE						
44	Barbershop Girls	Positive Change Social Good - Brands	Gillette India	GREY Mumbai		India
45	Bittu	Positive Change Social Good - Brands	Procter & Gamble	The Leo Group Mumbai		India
46	Eat Your Words	Positive Change Social Good - Brands	Froebel-Kan	Dentsu Tokyo		Japan
47	Beyond The Label	Positive Change Social Good - Non-Profit	National Council of Social Service	McCann Singapore	Ogilvy Singapore UM Singapore	Singapore
48	The "Mensus"	Positive Change Social Good - Non-Profit	Movember	BC&F Dentsu Auckland	Carat Auckland MKTG Auckland	New Zealand
49	Protecting The Real Engine Of India	Automotive	Castrol India	Ogilvy Mumbai		India
50	Reshoot Graduation Photo Campaign	Beauty & Wellness	JALA Corporation	Soho Square Shanghai		China
51	Probably The Best Football Beer	Beverages - Alcohol	Carlsberg Brewery Malaysia	Geometry Global Malaysia		Malaysia
52	Intelligent Know The Difference	Beverages Non-Alcohol	Bisleri International	82.5 Communications Mumbai		India
53	KiwiSaver Contributions	Financial Products & Services	Fisher Funds	krunch.co		New Zealand
54	Beyond The Label	Government / Institutional	National Council of Social Service	McCann Singapore	Ogilvy Singapore UM Singapore	Singapore
55	Awkward Astigmatism?!	Healthcare	Johnson & Johnson	Shortcut Creative		South Korea

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56	AIRDIBLES: Eat Your Air Pollution	Household/ Home Products & Services	Panasonic Malaysia	Naga DDB Tribal		Malaysia
57	Overcoming India's Toilet Divide	Household/ Home Products & Services	Reckitt Benckiser India	McCann New Delhi		India
58	Are You Starting To See It?	Media, Entertainment & Leisure	NIKKEI	McCann Tokyo		Japan
59	Only True Fans Get It	Media, Entertainment & Leisure	Singapore Telecommunications	BBH Singapore		Singapore
60	Rescue A Pet, Rescue A Family	New Product or Service	Pet Refuge	DDB Group New Zealand	Goodoil Films New Zealand	New Zealand
61	Santa Crashes Christmas	Retail	ALDI Australia	BMF Sydney		Australia
62	Discover A New New Zealand	Travel / Tourism	KiwiRail	DDB Group New Zealand		New Zealand
63	Bring Back The Idols	Brand Experience - Products	Mars Japan	BBDO Japan		Japan
64	The Split Sponsorship	Brand Experience - Services	Marriott International	Ogilvy Hong Kong		Hong Kong
65	Are You Starting To See It?	Brand Revitalisation	NIKKEI	McCann Tokyo		Japan
66	The Dance	Brand Revitalisation	Lion New Zealand	DDB Group New Zealand		New Zealand
67	Reshoot Graduation Photo Campaign	Branded Content	JALA Corporation	Soho Square Shanghai		China
68	Right To Orgasm	Carpe Diem - Products	Reckitt Benckiser India	Havas Worldwide Gurgaon		India
69	Making An Expert Feel Like Expert	Influencer	Castrol India	Ogilvy Mumbai		India

No	Entry Title	Category	Client	Lead Agencies	Contributing Agencies	Country
70	The Conversational Contraceptives	Media Content Partnership	Bill & Melinda Gates Foundation	McCann New Delhi		India
71	Colonel Kl	Media Idea	Yum! China	Mindshare Shanghai		China
72	I'm Drinking It For You	Media Idea	DB Breweries	Colenso BBDO		New Zealand
73	The McDelivery Pin	Media Idea	McDonald's Philippines	Leo Burnett Group Manila		Philippines
74	I'm Drinking It For You	Media Innovation	DB Breweries	Colenso BBDO		New Zealand
75	Targeted Gift	Shopper & e-Commerce Marketing	Central JD Commerce	BBDO Bangkok		Thailand
76	Reshoot Graduation Photo Campaign	Small Budget-Products	JALA Corporation	Soho Square Shanghai		China
77	The New Word	Small Budget-Products	Oatly	Edelman Hong Kong	Sunny Idea	Hong Kong
78	The Hairy Tale	Social Media Marketing	Procter & Gamble	GREY Tokyo		Japan
79	Viewer Verdict	Sponsorship/Events and Engaged Communities	KFC Australia	Ogilvy Sydney	PRISM Sydney MediaCom Sydney	Australia
80	The Second Act	Sustained Success	The New Zealand Heart Foundation	BC&F Dentsu Auckland		New Zealand
FINALISTS						
81	Eesar Ek Ibadat	Multi-Market Products and Services	Hindustan Unilever	Hindustan Unilever	Edelman India, Mumbai Jack In The Box Worldwide Mumbai	India
82	3 or 4 Truth Test Drive Event	Automotive	SGM-Buick	Ogilvy Shanghai		China

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83	See What Happens	Beauty & Wellness	Unilever Asia	Ogilvy Singapore	Ogilvy Mumbai	Singapore
84	TRESemmé	Beauty & Wellness	Unilever	Edelman Australia, Sydney	The Projects Playback PHD Sydney	Australia
85	Laughter Is The Best Refreshment	Beverages Non-Alcohol	Coca Cola Beverages (Shanghai)	Ogilvy Shanghai		China
86	Selling Coffee In A Tea Nation	Beverages Non-Alcohol	Nestlé India	McCann New Delhi		India
87	PayPal CarPark Christmas Challenge	Financial Products & Services	PayPal Australia	Edelman Australia, Sydney	Isobar Sydney iProspect Sydney	Australia
88	A Tale of "Name Change" In CNY	Food	M(China)	BBDO Shanghai		
89	Real Husbands Cook	Food	Kraft Heinz Indonesia	VMLY&R Singapore	Ogilvy Jakarta Geometry Singapore Starcom MediaVest Group Indonesia	Singapore
90	Let's Stop At The Start - Phase 2	Government/ Institutional	Department of Social Services	BMF Sydney		Australia
91	Eesar Ek Ibadat	Household/Home Products & Services	Hindustan Unilever	Hindustan Unilever	Edelman India, Mumbai Jack In The Box Worldwide Mumbai	India
92	BaatGharKi (Let's Talk Home)	Other Products & Services	UltraTech Cement	Infectious Advertising		India

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93	Invest In Me	Other Products & Services	Whitelion	Ogilvy Sydney	Wavemaker Sydney	Australia
94	Secret Menu	Restaurants	KFC Australia	Ogilvy Sydney	Ogilvy PR Australia	Australia
95	Love For Life	Asia Pacific Brands	Thai Life Insurance	Ogilvy Bangkok		Thailand
96	When Only The Best Network Will Do	Asia Pacific Brands	Telstra	The Monkeys Sydney	Lewers	Australia
97	IKEA 100 Dollar Store	Brand Experience - Services	IKEA Taiwan	Ogilvy Taipei		Taiwan
98	TRESemmé	Brand Revitalisation	Unilever	Edelman Australia, Sydney	The Projects Playback PHD Sydney	Australia
99	Captain Influencer	Branded Content	Diageo	Leo Burnett Sydney		Australia
100	Influence The Influencer	Business-to-Business	BP China	Mindshare Shanghai		China
101	Secret Menu	Carpe Diem - Products	KFC Australia	Ogilvy Sydney	Ogilvy PR Sydney	Australia
102	The Magic Train Tickets	Carpe Diem - Services	Tencent Technology (Shenzhen)	Ogilvy Shanghai	China Social Assistance Foundation Shenzhen Treedom Culture Communication Ergeng Video Shenzhen Yue Zhong Culture Group	China
103	Bittu	Corporate Reputation	Procter & Gamble	The Leo Group Mumbai		India

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104	Ok, Nestle: Tell Me More About Food	Corporate Reputation	Nestlé India	McCann New Delhi		India
105	Find Your Unbeaten Path	Data Driven	Inchcape Hong Kong	TBWA\Hong Kong		Hong Kong
106	#StopMithani	Influencer	HDFC Bank	The Leo Group Mumbai		India
107	#WANITABESI	Media Content Partnership	Procter & Gamble	GREY Worldwide Malaysia	Astro Entertainment	Malaysia
108	The Living Will	Media Idea	HealthCare at Home India	McCann New Delhi		India
109	There's A Playlist For That	Media Idea	Spotify India	The Leo Group Mumbai		India
110	The New Word	Positive Change Environmental - Brands	Oatly	Edelman Hong Kong	Sunny Idea	Hong Kong
111	Three Words To Save The World	Positive Change Environmental - Brands	Meridian Energy	BC&F Dentsu Auckland		New Zealand
112	Mobile Doctarni	Positive Change Social Good - Brands	Unilever	MullenLowe Lintas Group India	PHD Media Mumbai Think Walnut Digital MullenLowe Singapore	India
113	Thanks A Dot	Positive Change Social Good - Brands	SBI Life Insurance	WATConsult Mumbai		India

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114	The Magic Train Tickets	Carpe Diem - Services	Tencent Technology (Shenzhen)	Ogilvy Shanghai	China Social Assistance Foundation Shenzhen Treedom Culture Communication Ergeng Video Shenzhen Yue Zhong Culture Group	China
115	Making Merit Or Creating Hurt	Positive Change Social Good - Non-Profit	Priest Hospital	Ogilvy Bangkok		Thailand
116	The Deciding Question	Positive Change Social Good - Non-Profit	New Zealand Police	Stanley St Auckland		New Zealand
117	Probably The Best Football Beer	Seasonal Marketing	Carlsberg Brewery Malaysia	Geometry Global Malaysia		Malaysia
118	Bricks & Imagination	Small Budget-Products	Nike	Geometry Shanghai		China
119	The Magic Train Tickets	Carpe Diem - Services	Tencent Technology (Shenzhen)	Ogilvy Shanghai	China Social Assistance Foundation Shenzhen Treedom Culture Communication Ergeng Video Shenzhen Yue Zhong Culture Group	China
120	Heineken 0.0 Now You Can	Sponsorship/Events and Engaged Communities	Thai Asia Pacific Brewery	Wunderman Thompson Bangkok		Thailand

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121	A Salute To Breastmilk	Sustained Success	Wyeth Taiwan	Ogilvy Taipei		Taiwan
122	Becoming Australia's Number 1 Beer	Sustained Success	Carlton & United Breweries	Clemenger BBDO Melbourne		Australia

End