

APAC Effie Awards 2021 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 |
|--|--|---|--|------------------------------------|
| Winner (Tie) Pantene | Winner Procter & Gamble | Winner Special Group New Zealand | Winner (Tie) Ogilvy Sydney | Winner Ogilvy |
| Winner (Tie) Tourism New Zealand | 2nd Place Tourism New Zealand | 2nd Place The Womb Communications | Winner (Tie) Special Group New Zealand | 2nd Place Grey Group |
| 3rd Place Every Kiwi Vote Counts | 3rd Place Every Kiwi Vote Counts | 3rd Place POEM Sydney | 3rd Place Colenso BBDO | 3rd Place BBDO Worldwide |

| | Entry Title | Category | Clients | Lead Agency | Contributing Agencies | Territory |
|--------------------|---------------------|---|--|-----------------------------|-----------------------|------------|
| GRAND EFFIE | | | | | | |
| | Project AgroBanking | Positive Change Social Good - Brands (Services) | United Commercial Bank / ACI Logistics | Grey Advertising Bangladesh | | Bangladesh |

| No | Entry Title | Category | Clients | Lead Agency | Contributing Agencies | Territory |
|-------------|-----------------------------------|---|--|-----------------------------|--------------------------------------|-------------|
| GOLD | | | | | | |
| 1 | More Freedom In Job-Hunting Hair | Positive Change Social Good - Brands (Products) | Procter & Gamble | GREY Tokyo | | Japan |
| 2 | Naming The Invisible Pakistanis | Positive Change Social Good - Brands (Services) | Telenor Pakistan | Ogilvy Islamabad | Caboose United Kingdom / GSMA London | Pakistan |
| 3 | Project AgroBanking | Positive Change Social Good - Brands (Services) | United Commercial Bank / ACI Logistics | Grey Advertising Bangladesh | | Bangladesh |
| 4 | Four Second Reviews | Automotive | Hyundai Australia | AnalogFolk Australia | Hearts & Science Sydney | Australia |
| 5 | Rebel Rebel, How Could They know? | Food | Burger King | Pitchblack Partners | MBM Auckland | New Zealand |
| 6 | India! Periods Are Red, Not Blue | Healthcare | Nobel Hygiene | The Womb Communications | Schbang Digital Solution | India |
| 7 | It's Okay To Pee In Your Pants | Healthcare | Nobel Hygiene | The Womb Communications | | India |
| 8 | Friend-vertising | IT / Telco | Skinny | Colenso BBDO | PHD Media Auckland / Platform 29 | New Zealand |
| 9 | Live Life Unplugged | Branded Content | Bonds | Leo Burnett Sydney | | Australia |
| 10 | Tally | Branded Utility | IAG | Colenso BBDO | PHD Media Auckland | New Zealand |

| No | Entry Title | Category | Clients | Lead Agency | Contributing Agencies | Territory |
|---------------|------------------------------------|---|--|-----------------------------|--------------------------------------|-------------|
| 11 | Project AgroBanking | Business & Marketing Disruptors | United Commercial Bank / ACI Logistics | Grey Advertising Bangladesh | | Bangladesh |
| 12 | Friend-vertising | Influencer | Skinny | Colenso BBDO | PHD Media Auckland / Platform 29 | New Zealand |
| 13 | No Home Address | Media Innovation | Whitelion | Ogilvy Sydney | | Australia |
| 14 | Meddle In The New Zealand Election | Short Video Marketing | Every Kiwi Vote Counts | Special Group NZ | POEM Sydney | New Zealand |
| 15 | Meddle In The New Zealand Election | Small Budget-Services | Every Kiwi Vote Counts | Special Group NZ | POEM Sydney | New Zealand |
| 16 | Meddle In The New Zealand Election | Social Media Marketing | Every Kiwi Vote Counts | Special Group NZ | POEM Sydney | New Zealand |
| 17 | KFC Australia's Long Term Success | Sustained Success - Products | KFC Australia | Ogilvy Sydney | MediaCom Sydney | Australia |
| SILVER | | | | | | |
| 18 | Parent Faming | Positive Change Social Good - Brands (Products) | Kimberly Clark Australia | Ogilvy Sydney | Mindshare Sydney / OPR Agency Sydney | Australia |
| 19 | More Freedom In Job-Hunting Hair | Beauty & Wellness | Procter & Gamble | GREY Tokyo | | Japan |
| 20 | Esc Therapy | Consumer Electronics and Durables | HP | Edelman Sydney | | Australia |
| 21 | Samsung Microcodes | Consumer Electronics and Durables | Samsung | CHE Proximity Sydney | | Australia |
| 22 | Tally | Financial Products & Services | IAG | Colenso BBDO | PHD Media Auckland | New Zealand |
| 23 | More Than Just A Cook | Food | Shan Foods | Ogilvy Karachi | | Pakistan |
| 24 | Meddle In The New Zealand Election | Government / Institutional | Every Kiwi Vote Counts | Special Group NZ | POEM Sydney | New Zealand |
| 25 | Curing Homesickness | New Product or Service | SCHF | CHE Proximity Melbourne | | Australia |
| 26 | No Home Address | Other Products & Services | Whitelion | Ogilvy Sydney | | Australia |
| 27 | Live Life Unplugged | Retail | Bonds | Leo Burnett Sydney | | Australia |
| 28 | The Great Fresh Food Migration | Retail | ALDI Australia | BMF Sydney | | Australia |
| 29 | Do Something New, New Zealand | Travel / Tourism | Tourism New Zealand | Special Group NZ | Stanley St, Auckland | New Zealand |
| 30 | Good Morning World | Travel / Tourism | Tourism New Zealand | Special Group NZ | Special Group Australia | New Zealand |
| 31 | Friend-vertising | Asia Pacific Brands | Skinny | Colenso BBDO | PHD Media Auckland / Platform 29 | New Zealand |
| 32 | CHECK IN IKEA! | Brand Experience - Products | IKEA | Starcom Worldwide Taiwan | | Taiwan |
| 33 | How A Koala Revitalised Insurance | Brand Revitalisation | NRMA Insurance | The Monkeys Sydney | | Australia |
| 34 | Parent Faming | Brand Revitalisation | Kimberly Clark Australia | Ogilvy Sydney | Mindshare Sydney / OPR Agency Sydney | Australia |

| No | Entry Title | Category | Clients | Lead Agency | Contributing Agencies | Territory |
|---------------|-------------------------------------|---|--|-----------------------------|--|-------------|
| 35 | More Freedom In Job-Hunting Hair | Branded Content | Procter & Gamble | GREY Tokyo | | Japan |
| 36 | More Freedom In Job-Hunting Hair | Business-to-Business | Procter & Gamble | GREY Tokyo | | Japan |
| 37 | Do Something New, New Zealand | Crisis Response / Critical Pivot - Products | Tourism New Zealand | Special Group NZ | Stanley St, Auckland | New Zealand |
| 38 | Destination Menu by Thai Catering | Crisis Response / Critical Pivot - Services | Thai Airways | Wunderman Thompson Bangkok | | Thailand |
| 39 | Handwashing Challenge | Influencer | Reckitt | McCann Gurgaon | | India |
| 40 | LO5T | Short Video Marketing | Lotto NZ | DDB New Zealand | | New Zealand |
| 41 | Project AgroBanking | Small Budget-Services | United Commercial Bank / ACI Logistics | Grey Advertising Bangladesh | | Bangladesh |
| 42 | #DeliveryDance TikTok Challenge | Social Media Marketing | Menulog | McCann Sydney | Universal McCann Sydney | Australia |
| 43 | The Galactic Bottles | Sponsorship/Events and Engaged Communities | The Coca-Cola Company | Ogilvy Kuala Lumpur | MediaCom Malaysia / Momentum / Virtualtech Frontier / Digitas Malaysia | Malaysia |
| 44 | Red Label - Taste Of Togetherness | Sustained Success - Products | Hindustan Unilever | Ogilvy Mumbai | | India |
| 45 | ALDI Good Different | Sustained Success - Services | ALDI Australia | BMF Sydney | | Australia |
| 46 | Regrowing The 'Mo | Sustained Success - Services | The Movember Foundation | dentsu Auckland | | New Zealand |
| BRONZE | | | | | | |
| 47 | Good Morning World | Multi-Market Products and Services | Tourism New Zealand | Special Group NZ | Special Group Australia | New Zealand |
| 48 | Health Insurance For The Healthy | Financial Products & Services | ManipalCigna Health Insurance | McCann Gurgaon | | India |
| 49 | The journey To UPI Adoption | Financial Products & Services | PhonePe | The Leo Group Mumbai | | India |
| 50 | Take Back The Pleasure Of Chocolate | Food | MARS Japan | BBDO Tokyo | | Japan |
| 51 | My Abu Dhabi Adventure | Travel / Tourism | Abu Dhabi DCT | Ogilvy Shanghai | | China |
| 52 | Hot vs Cold | Brand Experience - Products | Nestle Australia | Ogilvy Sydney | UM Sydney / Red Havas Sydney | Australia |
| 53 | The World's 1st AI Manga | Brand Experience - Products | KIOXIA Corporation | Wunderman Thompson Tokyo | | Japan |
| 54 | Tally | Brand Experience - Services | IAG | Colenso BBDO | PHD Media Auckland | New Zealand |
| 55 | 100 Pronunciations, 1 Solution | Branded Content | Procter & Gamble | MediaCom Vietnam | | Vietnam |
| 56 | MILO Philippines Home Court | Branded Utility | Nestle Philippines | Ogilvy Manila | | Philippines |
| 57 | Menulog Snoop Launch | Corporate Reputation | Menulog | McCann Sydney | Universal McCann Sydney | Australia |
| 58 | The World's 1st AI Manga | Corporate Reputation | KIOXIA Corporation | Wunderman Thompson Tokyo | | Japan |

| No | Entry Title | Category | Clients | Lead Agency | Contributing Agencies | Territory |
|-----------------|-------------------------------------|---|------------------------------------|---|---|-------------|
| 59 | Not Just A Cadbury Ad | Crisis Response / Critical Pivot - Products | Mondelez India | Ogilvy Mumbai | Facebook India / Wavemaker Mumbai | India |
| 60 | Menulog Snoop Launch | David vs Goliath | Menulog | McCann Sydney | Universal McCann Sydney | Australia |
| 61 | No Home Address | David vs Goliath | Whitelion | Ogilvy Sydney | | Australia |
| 62 | LO5T | Media Innovation | Lotto NZ | DDB New Zealand | | New Zealand |
| 63 | Curing Homesickness | Positive Change Social Good - Non-Profit | SCHF | CHE Proximity Melbourne | | Australia |
| 64 | Breakup Salon | Seasonal Marketing | Procter & Gamble | Grey Group Hong Kong | | Hong Kong |
| 65 | KFC Bucket Ball | Seasonal Marketing | KFC Australia | Ogilvy Sydney | MediaCom Sydney / PRISM AUNZ | Australia |
| 66 | Good Morning World | Short Video Marketing | Tourism New Zealand | Special Group NZ | Special Group Australia | New Zealand |
| 67 | No Home Address | Small Budget-Services | Whitelion | Ogilvy Sydney | | Australia |
| 68 | Hot vs Cold | Social Media Marketing | Nestle Australia | Ogilvy Sydney | UM Sydney / Red Havas Sydney | Australia |
| 69 | Beyond The Beauty Of Temperatures | Sustained Success - Products | Thermos | McCann Tokyo | | Japan |
| 70 | Whatever | Youth Marketing | ARC Refreshments Corporation | GIGIL | | Philippines |
| FINALIST | | | | | | |
| 71 | An Auction That Built Price Premium | Automotive | Mahindra Auto | The Womb Communications | | India |
| 72 | SAS AU Drives Defender Growth | Automotive | JLR Australia | Dentsu X Sydney / Seven West Media Sydney | The Story Lab / Spark44 Sydney | Australia |
| 73 | Breakup Salon | Beauty & Wellness | Procter & Gamble | Grey Group Hong Kong | | Hong Kong |
| 74 | The Dance | Beverages - Alcohol | Lion Breweries | DDB New Zealand | | New Zealand |
| 75 | Who Made Beer The Boss of Summer? | Beverages - Alcohol | Beam Suntory | The Monkeys Sydney | | Australia |
| 76 | Whatever | Beverages Non-Alcohol | ARC Refreshments Corporation | GIGIL | | Philippines |
| 77 | Live A Little Freer | Financial Products & Services | AA Insurance | DDB New Zealand | | New Zealand |
| 78 | Making India Talk About Insurance | Financial Products & Services | Canara HSBC OBC Life Insurance | The Leo Group Mumbai | | India |
| 79 | Dove - Put Pleasure First | Food | Mars Wrigley Confectionery | BBDO Shanghai | | China |
| 80 | Beyond The Label - Belle Helpbot | Government / Institutional | National Council of Social Service | McCann Singapore | AiChat / Ogilvy Singapore / Starcom Worldwide Singapore | Singapore |
| 81 | Beautiful Shit | Healthcare | Friso | McCann Shanghai | | China |
| 82 | Parent Faming | Household/Home Products & Services | Kimberly Clark Australia | Ogilvy Sydney | Mindshare Sydney / OPR Agency Sydney | Australia |
| 83 | DIGI Footbraille | IT / Telco | Digi Telecommunications | NAGA DDB TRIBAL | | Malaysia |

| No | Entry Title | Category | Clients | Lead Agency | Contributing Agencies | Territory |
|-----|------------------------------------|---|------------------------------------|--------------------------|---|-------------|
| 84 | KFC Weddings | Restaurants | KFC Australia | Ogilvy Sydney | Geometry Sydney / OPR Agency Sydney | Australia |
| 85 | McClassroom | Restaurants | McDonald's Philippines | Leo Burnett Manila | | Philippines |
| 86 | Grab Thank You Basket | Retail | Grab | Choojai ka Kalayanamitr | | Thailand |
| 87 | NZ Says 39 | Travel / Tourism | Tourism New Zealand | Special Group NZ | | New Zealand |
| 88 | Do Something New, New Zealand | Asia Pacific Brands | Tourism New Zealand | Special Group NZ | Stanley St, Auckland | New Zealand |
| 89 | NZ Says 39 | Brand Experience - Products | Tourism New Zealand | Special Group NZ | | New Zealand |
| 90 | Pizza Hut X IKEA Meatball Pizza | Brand Experience - Products | Jardine Restaurant Group-Pizza Hut | Ogilvy Hong Kong | | Hong Kong |
| 91 | The Dance | Brand Revitalisation | Lion Breweries | DDB New Zealand | | New Zealand |
| 92 | Breakup Salon | Branded Content | Procter & Gamble | Grey Group Hong Kong | | Hong Kong |
| 93 | Esc Therapy | Branded Content | HP | Edelman Sydney | | Australia |
| 94 | Parent Faming | Branded Content | Kimberly Clark Australia | Ogilvy Sydney | Mindshare Sydney / OPR Agency Sydney | Australia |
| 95 | Unknown Explored | Branded Content | The University of Queensland | Ogilvy Brisbane | MediaCom Brisbane | Australia |
| 96 | Beyond The Label - Belle Helpbot | Branded Utility | National Council of Social Service | McCann Singapore | AiChat / Ogilvy Singapore / Starcom Worldwide Singapore | Singapore |
| 97 | KFC Weddings | Branded Utility | KFC Australia | Ogilvy Sydney | Geometry Sydney / OPR Agency Sydney | Australia |
| 98 | Naming The Invisible Pakistanis | Branded Utility | Telenor Pakistan | Ogilvy Islamabad | Caboose United Kingdom / GSMA London | Pakistan |
| 99 | The World's 1st AI Manga | Business-to-Business | KIOXIA Corporation | Wunderman Thompson Tokyo | | Japan |
| 100 | Kentucky Fried Crossing | Crisis Response / Critical Pivot - Products | Grantline Inc. (KFC) | Ogilvy Manila | | Philippines |
| 101 | Grab Personalised Impact Reports | Data-Driven | Grab | Grab | | Malaysia |
| 102 | My Abu Dhabi Adventure | David vs Goliath | Abu Dhabi DCT | Ogilvy Shanghai | | China |
| 103 | Getting Vegan Haters To Lovin' It | Influencer | MHK Restaurants | DDB Hong Kong | OMD Hong Kong | Hong Kong |
| 104 | Share The Load For Equal Sleep | Influencer | Procter & Gamble | BBDO Mumbai | | India |
| 105 | Turning Packaging Into Pop Culture | Influencer | PepsiCo India | Edelman Mumbai | | India |
| 106 | Not Just A Cadbury Ad | Media Innovation | Mondelez India | Ogilvy Mumbai | Facebook India / Wavemaker Mumbai | India |
| 107 | Melting Power Distance | Positive Change Social Good - Brands (Products) | Mondelez India | Ogilvy Mumbai | Wavemaker Mumbai | India |

| No | Entry Title | Category | Clients | Lead Agency | Contributing Agencies | Territory |
|-----|----------------------------------|---|------------------------------------|---------------------------|---|-------------|
| 108 | Grab Personalised Impact Reports | Positive Change Social Good - Brands (Services) | Grab | Grab | | Malaysia |
| 109 | See Stress Differently | Positive Change Social Good - Brands (Services) | Cigna International Corporation | McCann Hong Kong | MRM Thailand | Hong Kong |
| 110 | Beyond The Label - Belle Helpbot | Positive Change Social Good - Non-Profit | National Council of Social Service | McCann Singapore | AiChat / Ogilvy Singapore / Starcom Worldwide Singapore | Singapore |
| 111 | Cadbury Easter | Seasonal Marketing | Mondelez Australia | Ogilvy Melbourne | | Australia |
| 112 | Together We Are Free | Seasonal Marketing | Nobel Hygiene | The Womb Communications | | India |
| 113 | Esc Therapy | Short Video Marketing | HP | Edelman Sydney | | Australia |
| 114 | Not Just A Cadbury Ad | Short Video Marketing | Mondelez India | Ogilvy Mumbai | Facebook India / Wavemaker Mumbai | India |
| 115 | GrabFood Delivery Doodles | Small Budget-Services | Grab | Grab | | Malaysia |
| 116 | 'TRAIN'ing | Small Budget-Services | East Japan Railway Company | McCann Health Japan | banana design | Japan |
| 117 | There's A New Chicken In Town | Social Media Marketing | MHK Restaurants | DDB Hong Kong | OMD Hong Kong | Hong Kong |
| 118 | A Star Wars Experience For All | Sponsorship/ Events and Engaged Communities | Globe Telecom | Wunderman Thompson Manila | | Philippines |
| 119 | KFC Bucket Ball | Sponsorship/ Events and Engaged Communities | KFC Australia | Ogilvy Sydney | MediaCom Sydney / PRISM AUNZ | Australia |
| 120 | NZ Says 39 | Sponsorship/ Events and Engaged Communities | Tourism New Zealand | Special Group NZ | | New Zealand |
| 121 | Share The Load For Equal Sleep | Sustained Success - Products | Procter & Gamble | BBDO Mumbai | | India |
| 122 | Beyond the Label - Belle Helpbot | Youth Marketing | National Council of Social Service | McCann Singapore | AiChat / Ogilvy Singapore / Starcom Worldwide Singapore | Singapore |
| 123 | Project UNI-FORM | Youth Marketing | VOGUE | Ogilvy Taipei | Ogilvy Asia / Ogilvy Hong Kong | Taiwan |