

APAC Effie Awards 2022 FINALISTS

No	Entry Title	Client	Lead Agency	Territory
Multi-Market Products				
1	H Is For Handwashing	Unilever	Lowé Lintas / MullenLowé Singapore	India
Multi-Market Services				
2	Millions Of Personalised Social Impact	GrabTaxi Holdings	GrabTaxi Holdings	Singapore
3	Turning A User Hack Into An Opportunity	GrabTaxi Holdings	GrabTaxi Holdings	Singapore
Beauty & Wellness				
4	#PrideHair	Procter & Gamble	GREY Tokyo	Japan
5	Annoying The Itch Out Of Aussies	Procter & Gamble	Saatchi & Saatchi Singapore	Singapore
6	Keep Girls In School	Procter & Gamble Hygiene And Health Care	Leo Burnett Mumbai	India
Beverages - Alcohol				
7	Bugger Off Copycats	Mast-Jägermeister	BBDO Shanghai	China
Beverages Non-Alcohol				
8	Inverting Conventions To Win	Coca-Cola India	Ogilvy Gurgaon	India
9	Whatever	ARC Refreshments Corporation	GIGIL	Philippines
Delivery Services				
10	Thailand's Choosiest Grocery Pickers	GrabTaxi Holdings (Thailand)	Spa-Hakuhodo	Thailand
Food				
11	Inspiring Parents To Be Playful	Mondelēz India Foods	Leo Burnett Mumbai	India
12	Make Lamb, Not Walls	Meat & Livestock Australia	The Monkeys Sydney	Australia
13	Waking Aussies Up To Goodness	Nestlé Australia	Ogilvy Sydney	Australia
Government/Institutional				
14	It's Never You Until It Is	WorkSafe Victoria	HERO Melbourne	Australia
15	Senior Constable Laurie Fox	Victoria Police	HERO Melbourne	Australia
Healthcare				
16	India Breaks Up With Their Chemists	Pharmeasy	Leo Burnett Mumbai	India
17	The Sleeping Night-Watchmen	Cipla Health	The Womb Communications	India
Household/Home Products & Services				
18	'The Besterest A Man Can Get'	Procter & Gamble	Whitegrey Sydney	Australia
19	IKEA Dollar Catalogue	IKEA Taiwan	Ogilvy Taipei	Taiwan
20	Let There Be Light	Energizer Middle East & Africa	Cheil MEA	United Arab Emirates

	Insurance			
21	How AAMI Went To No1 From The Mucky Middle	Suncorp	Ogilvy Sydney	Australia
22	One House To Save Many	Suncorp Insurance	Leo Burnett Sydney	Australia
	IT/Telco			
23	Unfairuary- How Fake Month Led To Success	2degrees	TBWA\ New Zealand	New Zealand
	Media, Entertainment & Leisure			
24	The Brainy Game	Galactus Funware Technologies	The Womb Communications	India
	New Product Or Service - Line Extension			
25	Eliminating Offline Gold Dependency	PhonePe	Leo Burnett Mumbai	India
26	Turning A User Hack Into An Opportunity	GrabTaxi Holdings	Grab Teknologi Indonesia	Indonesia
	Restaurants			
27	McDonald's Classroom	McDonald's Philippines	Leo Burnett Manila	Philippines
	Retail			
28	When It Feels Like Home	Fantastic Furniture	Connecting Plots	Australia
29	You Can't Overcook Christmas	ALDI Australia	BMF Sydney	Australia
	Travel/Tourism			
30	Do Something New, New Zealand	Tourism New Zealand	Special New Zealand	New Zealand
	Asia Pacific Brands			
31	Do Something New, New Zealand	Tourism New Zealand	Special New Zealand	New Zealand
32	Inverting Conventions To Win	Coca-Cola India	Ogilvy Gurgaon	India
33	It's Okay To Pee In Your Pants	Nobel Hygiene	The Womb Communications	India
34	Waking Aussies Up To Goodness	Nestlé Australia	Ogilvy Sydney	Australia
35	What Will You Do When They Grow Up?	AIA Singapore	Ogilvy Singapore	Singapore
	Brand Revitalisation			
36	Yimsu	Colgate-Palmolive	Red Fuse Hong Kong	Hong Kong
	Branded Content			
37	#PrideHair	Procter & Gamble	GREY Tokyo	Japan
38	Bournvita Presents Get The Message	Mondelēz India Foods	Ogilvy Mumbai	India
39	In Love We Trust	Sinyi Realty	Dentsu Mcgarrybowen Taiwan	Taiwan
40	SK-II Olympics	Procter & Gamble	WPP Singapore	Singapore
	Branded Utility			
41	Bournvita Presents Get The Message	Mondelēz India Foods	Ogilvy Mumbai	India
42	McDonald's Classroom	McDonald's Philippines	Leo Burnett Manila	Philippines
43	NOT JUST A CADBURY AD 2.0	Mondelēz India	Ogilvy Mumbai	India

44	Turning Drivers' Downtime To Learning Time	GrabTaxi Holdings (Thailand)	GrabTaxi Holdings (Thailand)	Thailand
Business-To-Business				
45	The Undie Army	Nobel Hygiene	The Womb Communications	India
Carpe Diem - Products				
46	Inverting Conventions To Win	Coca-Cola India	Ogilvy Gurgaon	India
Carpe Diem - Services				
47	Grab Bersatu: Turning The Humble Promocode	Grab Teknologi Indonesia	Grab Teknologi Indonesia	Indonesia
Crisis Response/Critical Pivot - Products				
48	Do Something New, New Zealand	Tourism New Zealand	Special New Zealand	New Zealand
49	NOT JUST A CADBURY AD 2.0	Mondelēz India	Ogilvy Mumbai	India
Crisis Response/Critical Pivot - Services				
50	Grab Bersatu: Turning The Humble Promocode	Grab Teknologi Indonesia	Grab Teknologi Indonesia	Indonesia
51	McDonald's Classroom	McDonald's Philippines	Leo Burnett Manila	Philippines
Data Driven				
52	Millions Of Personalised Social Impact	GrabTaxi Holdings	GrabTaxi Holdings	Singapore
53	MyHooman Adoption Platform	Mars	Colenso BBDO	New Zealand
54	Responsible Marketing Through Data & Tech	British American Tobacco	MediaCom Tokyo	Japan
David Vs Goliath				
55	How India's Bully Got Bullied	USV	The Womb Communications	India
56	World's Smallest Billboards	Kao Commercial (Shanghai)	Ogilvy Shanghai	China
Engaged Community				
57	NOT JUST A CADBURY AD 2.0	Mondelēz India	Ogilvy Mumbai	India
58	Turning Drivers' Downtime To Learning Time	GrabTaxi Holdings (Thailand)	GrabTaxi Holdings (Thailand)	Thailand
59	unLimited Edition	Adidas	McCann Shanghai	China
Experiential Marketing - Products				
60	Keeping Festive Stories Alive Virtually	Mondelēz Kinh Do Vietnam	Publicis Vietnam	Vietnam
61	The Long Game: KFC's Bucket Hunt	KFC Australia	Ogilvy Sydney	Australia
62	The Truth Will Hurt, But Will Set You Free	USV	The Womb Communications	India
Experiential Marketing - Services				
63	Disconnect Screens To Connect To Country	Common Ground	Ogilvy Sydney	Australia
64	McDonald's Classroom	McDonald's Philippines	Leo Burnett Manila	Philippines
65	Resetting The Fundraising Game	The Royal Australian Mint	Saatchi & Saatchi Melbourne	Australia
Influencer				
66	A New Big Mac For A New Generation	McDonald's Hong Kong	DDB Worldwide Hong Kong	Hong Kong

Marketing Disruptors				
67	How India's Bully Got Bullied	USV	The Womb Communications	India
68	One House To Save Many	Suncorp Insurance	Leo Burnett Sydney	Australia
69	The Talking Asterisk	USV	The Womb Communications	India
Media Content Partnership				
70	David's Unusables	Motor Neurone Disease New Zealand	Special New Zealand	New Zealand
Media Idea				
71	David's Unusables	Motor Neurone Disease New Zealand	Special New Zealand	New Zealand
Media Innovation				
72	David's Unusables	Motor Neurone Disease New Zealand	Special New Zealand	New Zealand
Positive Change: Social Good - Brands - Products				
73	#PrideHair	Procter & Gamble	GREY Tokyo	Japan
74	Keep Girls In School	Procter & Gamble Hygiene And Health Care	Leo Burnett Mumbai	India
75	Stop The Beauty Test	Hindustan Unilever	Ogilvy Mumbai	India
Positive Change: Social Good - Brands - Services				
76	Love At First Stray	PChome 24h Shopping	ADK Taiwan	Taiwan
77	MyHooman Adoption Platform	Mars	Colenso BBDO	New Zealand
78	One House To Save Many	Suncorp Insurance	Leo Burnett Sydney	Australia
Positive Change: Social Good - Non-Profit				
79	Please Arrest Me	RIT Foundation	Ogilvy Singapore	Singapore
80	Resetting The Fundraising Game	The Royal Australian Mint	Saatchi & Saatchi Melbourne	Australia
81	Senior Constable Laurie Fox	Victoria Police	HERO Melbourne	Australia
Seasonal Marketing				
82	How KFC Brought Christmas To July	KFC Australia	Ogilvy Sydney	Australia
83	Inverting Conventions To Win	Coca-Cola India	Ogilvy Gurgaon	India
84	NOT JUST A CADBURY AD 2.0	Mondelēz India	Ogilvy Mumbai	India
85	Recharge Season	Tourism New Zealand	Special New Zealand	New Zealand
86	Shoes For Your Hands	Campus Activewear	The Womb Communications	India
87	You Can't Overcook Christmas	ALDI Australia	BMF Sydney	Australia
Shopper & e-Commerce Marketing				
88	The Long Game: KFC's Bucket Hunt	KFC Australia	Ogilvy Sydney	Australia
Short Video Marketing				
89	Annoying The Itch Out Of Aussies	Procter & Gamble	Saatchi & Saatchi Singapore	Singapore

90	It Starts With Yes	Optus	Special New Zealand	New Zealand
91	Whatever	ARC Refreshments Corporation	GIGIL	Philippines
Small Budget - Products				
92	World's Smallest Billboards	Kao Commercial (Shanghai)	Ogilvy Shanghai	China
Small Budget - Services				
93	David's Unusables	Motor Neurone Disease New Zealand	Special New Zealand	New Zealand
94	Senior Constable Laurie Fox	Victoria Police	HERO Melbourne	Australia
Social Media Marketing				
95	A New Big Mac For A New Generation	McDonald's Hong Kong	DDB Worldwide Hong Kong	Hong Kong
96	How KFC Bucketheads Pivoted To Save Summer	KFC Australia	Ogilvy Sydney	Australia
97	Keeping Festive Stories Alive Virtually	Mondelēz Kinh Do Vietnam	Publicis Vietnam	Vietnam
Sustained Success - Products				
98	Creating India's Coffee Generation	Nestlé India	McCann New Delhi	India
99	Liberating Aussies From Beer Culture	Beam Suntory	The Monkeys Sydney	Australia
Sustained Success - Services				
100	Get The Skinny	Skinny	Colenso BBDO	New Zealand
101	The Philosophy Of Thrift, Only At PX Mart	PX Mart	Ogilvy Taipei	Taiwan
102	Tonight, I'll Be Eating...	Uber Eats Australia	Special Sydney	Australia
103	Stop It At The Start	Department Of Social Services	BMF Sydney	Australia
Youth Marketing				
104	Disconnect Screens To Connect To Country	Common Ground	Ogilvy Sydney	Australia
105	Shoes For Your Hands	Campus Activewear	The Womb Communications	India

Editor's note: 2 cases have been withdrawn since the announcement.