

## APAC Effie Awards 2023 FINALISTS

No	Entry Title	Client	Lead Agency	Territory
<b>Multi-Market Products</b>				
1	iTest: Comparing Apples With Androids	Samsung New Zealand	Tribal Worldwide New Zealand	New Zealand
<b>Automotive</b>				
2	NISSAN ProPILOT MOP	Nissan Motor	TBWA\HAKUHODO	Japan
3	Zero To Liberation In Six Words	Hero MotoCorp	McCann New Delhi	India
<b>Beauty &amp; Wellness</b>				
4	Changing Education To Keep Girls In School	Procter & Gamble	Leo Burnett Mumbai	India
5	Stop The Beauty Test	Hindustan Unilever	Ogilvy Mumbai	India
<b>Beverages - Alcohol</b>				
6	Harbin The Beer Bench	Anheuser-Busch Inbev (China)	BBDO Shanghai	China
<b>Beverages Non-Alcohol</b>				
7	A Real Magic Year Of The Tiger	Coca Cola (China) Beverages	Ogilvy Shanghai	China
8	Heat Happens - Don't Lose To Heat	Coca Cola (China) Beverages	Ogilvy Shanghai	China
9	Mother's Love Is Perfect	Nestlé Indonesia	Ogilvy Jakarta	Indonesia
<b>Consumer Electronics and Durables</b>				
10	Breaking Radio Calisthenics	HARMAN International	BBDO Tokyo	Japan
11	iTest: Comparing Apples With Androids	Samsung New Zealand	Tribal Worldwide New Zealand	New Zealand
<b>Finance</b>				
12	IPDC Child Marriage Prevention Loan	IPDC Finance	Grey Advertising Bangladesh	Bangladesh
13	Maya: The Anthem of Financial Freedom	Maya Philippines	Bates CHI&Partners Manila	Philippines
<b>Food</b>				
14	Love Your Gut	Dutch Mill	Ogilvy Bangkok	Thailand
15	The Eyes	Monde Nissin (Thailand)	Ogilvy Bangkok	Thailand
<b>Government/Institutional</b>				
16	It's Not Crazy. It's The Navy.	Republic of Singapore Navy	MullenLowe Singapore	Singapore
17	One Drink	Mental Health Commission	303 MullenLowe Perth	Australia

	<b>Household/Home Products &amp; Services</b>			
18	Changing The Way Australia Builds	James Hardie Australia	Ogilvy Sydney	Australia
19	See Equal #ShareTheLoad	Procter & Gamble India	BBDO Mumbai	India
	<b>Insurance</b>			
20	A Cautionary Tale Of Bargain Regret	Suncorp	Ogilvy Sydney	Australia
21	Resilience Road	Suncorp Insurance	Leo Burnett Sydney	Australia
22	The Last Performance	Partners Life	Special Auckland	New Zealand
	<b>IT /Telco</b>			
23	Giving India A Lost Piece Of Its History	Airtel	Leo Burnett New Delhi	India
24	Phone It In	Skinny	Colenso BBDO	New Zealand
	<b>New Product or Service - Line Extension</b>			
25	Delivery Man	Grab	GIGIL	Philippines
	<b>Other Products &amp; Services</b>			
26	The Loudest Call For Help	Whitelion Youth	Ogilvy Sydney	Australia
27	Uber One Membership Launch	Uber	Special Sydney	Australia
	<b>Restaurants</b>			
28	KFC Degustation	KFC Australia	Ogilvy Sydney	Australia
29	KFC's Left-Handed Menu	KFC Australia	Ogilvy Sydney	Australia
30	Mates Make It Macca's	McDonald's Australia	Akcelo Sydney	Australia
	<b>Travel/Tourism</b>			
31	If You Seek	Tourism New Zealand	DDB Aotearoa	New Zealand
32	The Off Season	Tourism Tasmania	BMF Sydney	Australia
	<b>Asia Pacific Brands</b>			
33	Australia Is Why	Telstra	The Monkeys Sydney	Australia
34	Love Your Gut	Dutch Mill	Ogilvy Bangkok	Thailand
35	The Eyes	Monde Nissin (Thailand)	Ogilvy Bangkok	Thailand
	<b>Brand Revitalisation</b>			
36	Heat Happen - Don't Lose To Heat	Coca Cola (China) Beverages	Ogilvy Shanghai	China
37	Love Your Gut	Dutch Mill	Ogilvy Bangkok	Thailand
38	Mother's Love Is Perfect	Nestlé Indonesia	Ogilvy Jakarta	Indonesia
	<b>Branded Content</b>			
39	Breaking Radio Calisthenics	HARMAN International	BBDO Tokyo	Japan
40	Deals So Distracting They Were Unskippable	McDonald's Australia	DDB Sydney	Australia
41	Maya: The Anthem Of Financial Freedom	Maya Philippines	Bates CHI&Partners Manila	Philippines
42	The Last Performance	Partners Life	Special Auckland	New Zealand
	<b>Branded Utility</b>			
43	Bake From The Heart	Mondelēz Malaysia	Ogilvy Kuala Lumpur	Malaysia
44	ToMEATo Sauce	Hell Pizza	Special Auckland	New Zealand

	<b>Business-To-Business</b>			
45	We Hear You: Reshaping Grab's B2B Programs	Grab	Choojai Ka Kalayanamitr	Thailand
	<b>Carpe Diem - Products</b>			
46	Can A Cookie Help India Win A World Cup?	Mondelēz India	Leo Burnett Mumbai	India
	<b>Carpe Diem - Services</b>			
47	Globe	Netflix	GIGIL	Philippines
48	The Silent Night	Wellington City Mission	Special Auckland / OMD Wellington	New Zealand
	<b>Corporate Reputation</b>			
49	Grab: Digitalising Farmer Supply Chains	Grab	Grab	Singapore
	<b>Crisis Response / Critical Pivot - Services</b>			
50	Turning Grab Drivers Into Food Marketers	Grab	Grab	Singapore
	<b>David Vs Goliath</b>			
51	A Movie That Made From Us	CPF Restaurant and Food Chain	BBDO Bangkok	Thailand
52	Beam Suntory's Most Successful Launch Ever	Beam Suntory	The Monkeys Sydney	Australia
53	The Baby Bank That Grew.	ING Australia	Ogilvy Sydney	Australia
54	Time Disrupts With Kabel Besar	TIME dotCom	Fishermen Integrated Malaysia	Malaysia
	<b>Engaged Community</b>			
55	GET CRAZY FOR CRAZY THURSDAYS!	Yum! China	Ogilvy Shanghai	China
56	Grab: Disrupting The Big Boys Of Logistics	Grab	Salmon House	Thailand
57	Unbranded Menu	McDonald's Philippines	Leo Burnett Manila	Philippines
58	We Hear You: Reshaping Grab's B2B Programs	Grab	Choojai Ka Kalayanamitr	Thailand
	<b>Events</b>			
59	Can A Cookie Help India Win A World Cup?	Mondelēz India	Leo Burnett Mumbai	India
60	The Silent Night	Wellington City Mission	Special Auckland / OMD Wellington	New Zealand
	<b>Experiential Marketing - Products</b>			
61	Changing Education To Keep Girls In School	Procter & Gamble	Leo Burnett Mumbai	India
62	Harbin The Beer Bench	Anheuser-Busch Inbev (China)	BBDO Shanghai	China
63	iTest: Comparing Apples With Androids	Samsung New Zealand	Tribal Worldwide New Zealand	New Zealand
64	OREO Stacked At Stores To Stacked At Homes	Mondelēz Kinh Do Vietnam	Publicis Vietnam	Vietnam
	<b>Experiential Marketing - Services</b>			
65	KFC Degustation	KFC Australia	Ogilvy Sydney	Australia
66	The Silent Night	Wellington City Mission	Special Auckland / OMD Wellington	New Zealand

	<b>Influencer</b>			
67	A 'Booster' Of Happiness	Tourism Fiji	Special Auckland	New Zealand
68	Galing DITO	DITO Telecommunity	TBWA Santiago Mangada Puno	Philippines
69	Girls' Fashion's First Virtual Influencer	Zhejiang Semir Garment	Ogilvy Shanghai	China
70	Golden Wisdom	RHB Banking Group	FCB SHOUT	Malaysia
71	How Oreo Influenced A Billion Cricket Fans	Mondelēz India	Leo Burnett Mumbai	India
72	KFC Degustation	KFC Australia	Ogilvy Sydney	Australia
73	Recharged Hair Recharged Me	Procter & Gamble	Dentsu Creative Indonesia	Indonesia
<b>Marketing Disruptors</b>				
74	Changing The Way Australia Builds	James Hardie Australia	Ogilvy Sydney	Australia
75	IPDC Child Marriage Prevention Loan	IPDC Finance	Grey Advertising Bangladesh	Bangladesh
76	iTest: Comparing Apples With Androids	Samsung New Zealand	Tribal Worldwide New Zealand	New Zealand
<b>Media Content Partnership</b>				
77	The Last Performance	Partners Life	Special Auckland	New Zealand
<b>Media Idea</b>				
78	The (Un)Censored Ad	Bajaj Auto	Ogilvy Mumbai	India
79	The Last Performance	Partners Life	Special Auckland	New Zealand
80	Turning Grab Drivers Into Food Marketers	Grab	Grab	Singapore
<b>Media Innovation</b>				
81	Phone It In	Skinny	Colenso BBDO	New Zealand
82	The Loudest Call For Help	Whitelion Youth	Ogilvy Sydney	Australia
83	Turning Grab Drivers Into Food Marketers	Grab	Grab	Singapore
<b>Positive Change Social Good: Brands - Products</b>				
84	Changing Education To Keep Girls In School	Procter & Gamble	Leo Burnett Mumbai	India
<b>Positive Change: Social Good: Brands - Services</b>				
85	Buskermercials	Mediacorp	BLKJ HAVAS	Singapore
86	Eating Equally with Eatqual	McDonald's India	DDB Mudra Group Mumbai	India
87	Give Up On Humans	Mars	Colenso BBDO	New Zealand
88	Grab: Digitalising Farmer Supply Chains	Grab	Grab	Singapore
<b>Positive Change Social Good: Non-Profit</b>				
89	Meet Kami	Down Syndrome International	Forsman & Bodenfors Singapore	Singapore
90	The Silent Night	Wellington City Mission	Special Auckland / OMD Wellington	New Zealand

<b>Seasonal Marketing</b>				
91	Bake From The Heart	Mondelēz Malaysia	Ogilvy Kuala Lumpur	Malaysia
92	The Off Season	Tourism Tasmania	BMF Sydney	Australia
<b>Shopper &amp; e-Commerce Marketing</b>				
93	KFC's Left-Handed Menu	KFC Australia	Ogilvy Sydney	Australia
<b>Short Video Marketing</b>				
94	Delivery Man	Grab	GIGIL	Philippines
95	HSBC Futureverse	HSBC Singapore	Wunderman Thompson Singapore	Singapore
<b>Small Budget-Products</b>				
96	OREO Stacked At Stores To Stacked At Homes	Mondelēz Kinh Do Vietnam	Publicis Vietnam	Vietnam
<b>Small Budget-Services</b>				
97	Give Up On Humans	Mars	Colenso BBDO	New Zealand
98	The Loudest Call For Help	Whitelion Youth	Ogilvy Sydney	Australia
<b>Social Media Marketing</b>				
99	Deals So Distracting They Were Unskippable	McDonald's Australia	DDB Sydney	Australia
100	JUKE "MUSIC IN A CAN"	Heineken Vietnam	Leo Burnett Vietnam	Vietnam
<b>Sustained Success - Products</b>				
101	National Movement To Keep Girls In School	Procter & Gamble	Leo Burnett Mumbai	India
102	Not Just A Box Of Chocolates	Mondelēz India	Ogilvy Mumbai	India
103	Red Label - Taste Of Togetherness	Hindustan Unilever	Ogilvy Mumbai	India
<b>Sustained Success - Services</b>				
104	Curing Homesickness	Curing Homesickness	CHEP Network Melbourne	Australia
105	Macca's: Unlocking The Value Of A Nickname	McDonald's Australia	DDB Sydney	Australia
106	Spotify's 3 Year Race To Category Leader	Spotify India	Leo Burnett Mumbai	India
107	Too Busy Lives	IAG	Colenso BBDO	New Zealand
<b>Youth Marketing</b>				
108	Heat Happens - Don't Lose To Heat	Coca Cola (China) Beverages	Ogilvy Shanghai	China
109	It's Not Crazy. It's The Navy.	Republic of Singapore Navy	MullenLowe Singapore	Singapore
110	Love Your Gut	Dutch Mill	Ogilvy Bangkok	Thailand
111	Mates Make It Macca's	McDonald's Australia	Akcelo Sydney	Australia