

## APAC Effie Awards 2024 FINALISTS

| No   | Entry Title                                   | Client                                 | Lead Agency             | Market      |
|------|---|--|-------------------------|-------------|
| Mult | i-Market                                      |  |                         |             |
|      | Multi-Market Services                         |  |                         |             |
| 1    | Music That Finds You                          | Spotify                                | Juice /<br>UM Singapore | Singapore   |
| Indu | stry Categories                               |  |                         |             |
|      | Beauty & Wellness                             |  |                         |             |
| 2    | A Toothless Granny's Cutting<br>Machine       | Colgate Palmolive India                | Brand David Mumbai      | India       |
| 3    | Don't Brush Your Teeth With<br>Sweets!        | Colgate Palmolive India                | Brand David Mumbai      | India       |
|      | Beverages - Alcohol                           |  |                         |             |
| 4    | Who Made Beer King Of The Campsite?           | Beam Suntory                           | The Monkeys Sydney      | Australia   |
|      | Beverages Non-Alcohol                         |  |                         |             |
| 5    | Joke In A Bottle                              | The Coca-Cola<br>Company               | Ogilvy Gurgaon          | India       |
| 6    | Thums Up - Toofani Biryani Hunt               | The Coca-Cola<br>Company               | Ogilvy Gurgaon          | India       |
|      | Consumer Electronics and Durables             |  |                         |             |
| 7    | Samsung: Think Different                      | Samsung New Zealand                    | DDB Group Aotearoa      | New Zealand |
|      | Delivery Services                             |  |                         |             |
| 8    | Get Almost Almost Anything                    | Uber                                   | Special Sydney          | Australia   |
| 9    | Tackling 'Mom Guilt' About<br>Cooking Dinner  | Uber                                   | Special Sydney          | Australia   |
|      | Finance                                       |  |                         |             |
| 10   | An Envelope For Women's Financial Fate        | Ujjivan Small Finance<br>Bank          | McCann New Delhi        | India       |
| 11   | Making Money Speak                            | Paytm                                  | McCann New Delhi        | India       |
| 12   | NEEYAT. Don't Know What That Is?<br>You Will! | Piramal Capital and<br>Housing Finance | The Womb                | India       |
|      | Food  |  |                         |             |
| 13   | Australian Lamb Sizzles With Un-<br>Australia | Meat & Livestock<br>Australia          | The Monkeys Sydney      | Australia   |
| 14   | Cadbury 5Star Presents The Mush<br>Detector   | Mondelēz India                         | Ogilvy Mumbai           | India       |
| 15   | Can A Cookie Teach You How To<br>Live?        | Britannia Industries                   | The Womb                | India       |
| 16   | My Birthday Song                              | Mondelēz India                         | Ogilvy Mumbai           | India       |

|     | Government / Institutional                     |  |                                     |             |
|-----|--|--|-------------------------------------|-------------|
| 17  | Open All Ages                                  | Shanghai Science and<br>Technology Elderly<br>Service Center | Ogilvy Shanghai                     | China       |
| 18  | Right To Care                                  | Quezon City Local<br>Government                              | MullenLowe TREYNA                   | Philippines |
| 19  | This NZ Election, Australia Decides            | Every Kiwi Vote Counts                                       | Special Auckland                    | New Zealand |
| 20  | You Can't Trust Your Tongue                    | Health Promotion<br>Board                                    | Publicis Singapore                  | Singapore   |
| 21  | You're Cooked                                  | Fire and Emergency<br>New Zealand                            | Motion Sickness /<br>MBM Wellington | New Zealand |
|     | Healthcare                                     |  |                                     |             |
| 22  | Durex- Durex Academy                           | Reckitt Benckiser  | Fishermen Integrated<br>Malaysia    | Malaysia    |
|     | Household/Home Products &                      |  |                                     |             |
| 0.0 | Services                                       | D . 0 C  | DDD O M I :                         | 1 1:        |
| 23  | See The Signs Of 'Silent Separation' Insurance | Procter & Gamble India                                       | BBDO Mumbai                         | India       |
| 24  | Family Defined By Love, Not Law                | Future Generali India<br>Insurance                           | MullenLowe Lintas<br>Mumbai         | India       |
|     | IT /Telco                                      |  |                                     |             |
| 25  | Human Network Testing Telecom<br>Network       | Vodafone Idea  | Ogilvy Mumbai                       | India       |
| 26  | SIM Registration Drive                         | Smart Communications   | GIGIL                               | Philippines |
| 27  | Spam To Saviour: A Bharat Journey              | Truecaller India   | The Womb                            | India       |
|     | Media, Entertainment & Leisure                 |  |                                     |             |
| 28  | Til It's Done                                  | Football Australia   | Ogilvy Melbourne                    | Australia   |
|     | New Product or Service -<br>Introduction       |  |                                     |             |
| 29  | OOHA. From Unheard Brand To<br>Earworm         | The Coca Cola<br>Company                                     | Ogilvy Singapore                    | Singapore   |
|     | New Product or Service - Line Extension        |  |                                     |             |
| 30  | A Brand Ambassador In Every Home               | ITC  | Brand David Mumbai                  | India       |
| 31  | The Single-Handed Triumph                      | Britannia Industries   | The Womb                            | India       |
|     | Other Products & Services                      |  |                                     |             |
| 32  | The Seekret To Turn Plateau Into<br>Growth     | SEEK   | TBWA\Melbourne /<br>UM Melbourne    | Australia   |
|     | Restaurant                                     |  |                                     |             |
| 33  | Kiwiburger                                     | McDonald's New<br>Zealand                                    | DDB Group Aotearoa                  | New Zealand |
| 34  | McD Recruitment; This Time It's Personnel      | McDonald's Malaysia  | IDOTYOU                             | Malaysia    |
|     | Retail   |  |                                     |             |
| 35  | Shop ALDI First                                | ALDI Australia   | BMF                                 | Australia   |

|      | Travel / Tourism                              |  |                              |             |
|------|---|--|------------------------------|-------------|
| 36   | Grab's 'Find Me Here' Benches                 | Grab                                   | Grab Creative                | Singapore   |
| 37   | Singapore's Favourite Side Trip               | Gojek                                  | Forsman and<br>Bodenfors     | Singapore   |
| Spec | cialty Categories                             |  |                              |             |
|      | Asia Pacific Brands - Products                |  |                              |             |
| 38   | Australian Lamb Sizzles With Un-<br>Australia | Meat & Livestock<br>Australia          | The Monkeys Sydney           | Australia   |
| 39   | L&P MASA: Manu Applied Science<br>Aotearoa    | Coca-Cola Europacific Partners         | DDB Group Aotearoa           | New Zealand |
| 40   | Not Very Sweet                                | Dutch Mill                             | Ogilvy Bangkok               | Thailand    |
| 41   | The Dirty Secret Behind Flashy Walls          | Astral Pipes                           | The Womb                     | India       |
|      | Asia Pacific Brands - Services                |  |                              |             |
| 42   | Drove 1.4Bn Visits In A Nation Of<br>1.4Bn    | Flipkart Internet                      | Leo Burnett Mumbai           | India       |
| 43   | Human Network Testing Telecom<br>Network      | Vodafone Idea                          | Ogilvy Mumbai                | India       |
| 44   | NEEYAT. Don't Know What That Is? You Will!    | Piramal Capital and<br>Housing Finance | The Womb                     | India       |
|      | Brand Revitalisation                          | The demigration                        |                              |             |
| 45   | Can A Cookie Teach You How To<br>Live?        | Britannia Industries                   | The Womb                     | India       |
| 46   | Virgin Australia: A Remarkable<br>Comeback    | Virgin Australia                       | Special Sydney               | Australia   |
|      | Branded Content                               |  |                              |             |
| 47   | Coca-Cola Massita                             | Coca-Cola Korea                        | Ogilvy Seoul                 | South Korea |
| 48   | I'm Dying Inside                              | ModiBodi                               | Howatson+Company<br>Sydney   | Australia   |
|      | Branded Utility                               |  |                              |             |
| 49   | An Envelope For Women's Financial Fate        | Ujjivan Small Finance<br>Bank          | McCann New Delhi             | India       |
| 50   | Grab's 'Find Me Here' Benches                 | Grab                                   | Grab Creative                | Singapore   |
|      | Business-to-Business                          |  |                              |             |
| 51   | Helping Farmers Fight Climate Change          | PepsiCo India                          | Leo Burnett Mumbai           | India       |
| 52   | Making Money Speak                            | Paytm                                  | McCann New Delhi             | India       |
| 53   | The Hire                                      | Indeed                                 | DDB Mudra Group<br>Bangalore | India       |
|      | Carpe Diem - Products                         |  |                              |             |
| 54   | Electric Trade-In                             | Volkswagen New<br>Zealand              | DDB Group Aotearoa           | New Zealand |
| 55   | Making Pretty Impressive Sh!t                 | Better Packaging                       | Special Auckland             | New Zealand |
|      | Carpe Diem - Services                         |  |                              |             |
| 56   | An Envelope For Women's Financial Fate        | Ujjivan Small Finance<br>Bank          | McCann New Delhi             | India       |
| 57   | McDonald's Coffee Retirement                  | McDonald's Hong Kong                   | DDB Group Hong Kong          | Hong Kong   |
|      |   |  |                              | Indonesia   |

|    | Corporate Reputation                           |                        |                                   |             |
|----|--|------------------------|-----------------------------------|-------------|
| 59 | Boringly Safe Rides With Grab                  | Grab                   | Grab Creative                     | Singapore   |
| 60 | Human Network Testing Telecom<br>Network       | Vodafone Idea          | Ogilvy Mumbai                     | India       |
| 61 | McD Recruitment; This Time It's Personnel      | McDonald's Malaysia    | IDOTYOU                           | Malaysia    |
| 62 | McDiploma                                      | McDonald's Hong Kong   | DDB Group Hong Kong               | Hong Kong   |
|    | Crisis Response / Critical Pivot -<br>Services |                        |                                   |             |
| 63 | Helping Farmers Fight Climate<br>Change        | PepsiCo India          | Leo Burnett Mumbai                | India       |
| 64 | Rep Your Suburb                                | Whānau Ora             | Motion Sickness /<br>MBM Auckland | New Zealand |
| 65 | SIM Registration Drive                         | Smart Communications   | GIGIL                             | Philippines |
|    | Data Driven                                    |                        |                                   |             |
| 66 | Dreams Decoded                                 | Coway Malaysia         | Grey Malaysia                     | Malaysia    |
| 67 | Helping Farmers Fight Climate<br>Change        | PepsiCo India          | Leo Burnett Mumbai                | India       |
|    | David vs. Goliath (Traditional)                |                        |                                   |             |
| 68 | Not Very Sweet                                 | Dutch Mill             | Ogilvy Bangkok                    | Thailand    |
| 69 | Shop ALDI First                                | ALDI Australia         | BMF                               | Australia   |
| 70 | Singapore's Favourite Side Trip                | Gojek                  | Forsman and<br>Bodenfors          | Singapore   |
|    | David vs. Goliath (Situational)                |                        |                                   |             |
| 71 | The Hire                                       | Indeed                 | DDB Mudra Group<br>Bangalore      | India       |
| 72 | Til It's Done                                  | Football Australia     | Ogilvy Melbourne                  | Australia   |
|    | Engaged Community                              |                        |                                   |             |
| 73 | Correct The Internet                           | Team Heroine           | DDB Group Aotearoa                | New Zealand |
| 74 | Kentucky Fried Couture                         | KFC Australia          | Ogilvy Sydney                     | Australia   |
| 75 | This NZ Election, Australia Decides            | Every Kiwi Vote Counts | Special Auckland                  | New Zealand |
|    | Events   |                        |                                   |             |
| 76 | This NZ Election, Australia Decides            | Every Kiwi Vote Counts | Special Auckland                  | New Zealand |
| 77 | Til It's Done                                  | Football Australia     | Ogilvy Melbourne                  | Australia   |
|    | Experiential Marketing - Products              |                        |                                   |             |
| 78 | My Birthday Song                               | Mondelēz India         | Ogilvy Mumbai                     | India       |
| 79 | See The Signs Of 'Silent Separation'           | Procter & Gamble India | BBDO Mumbai                       | India       |
| 80 | When the Monsoons Created A Tea<br>Symphony    | Unilever India         | Ogilvy Mumbai                     | India       |

| 82   83   84   85   85   85                | Hagar - Unbroken<br>Kentucky Fried Couture<br>Kiwiburger | Hagar International KFC Australia      | DDB Group Hong Kong Ogilvy Sydney | Hong Kong   |
|--|--|--|-----------------------------------|-------------|
| 83   84   85   85   85   85   85   85   85 | ,  | KFC Australia                          | Ogilyy Sydnay                     |             |
| 84   85   85   1                           | Kiwiburger   |  | Oglivy Sydney                     | Australia   |
| 85   |  | McDonald's New<br>Zealand              | DDB Group Aotearoa                | New Zealand |
| 85   | Making Money Speak                                       | Paytm                                  | McCann New Delhi                  | India       |
|  | Influencer   |  |                                   |             |
| 86   | Human Network Testing Telecom<br>Network                 | Vodafone Idea                          | Ogilvy Mumbai                     | India       |
|  | l Won't Give You A Smile.                                | McDonald's Holdings<br>(Japan)         | TBWA\HAKUHODO                     | Japan       |
|  | SIM Reg: Your Number, Your<br>Identity                   | Globe Telecom                          | UXS                               | Philippines |
| 88   | The World's First Hand Ambassador                        | ITC                                    | Ogilvy Mumbai                     | India       |
|  | Marketing Disruptors                                     |  |                                   |             |
| 89   | My Birthday Song   | Mondelēz India                         | Ogilvy Mumbai                     | Australia   |
| 90   | The Hire   | Indeed                                 | DDB Mudra Group<br>Bangalore      | India       |
|  | Media Idea   |  |                                   |             |
| 91   | Grab's 'Find Me Here' Benches                            | Grab                                   | Grab Creative                     | Singapore   |
|  | Media Innovation   |  |                                   |             |
| l l  | Drove 1.4Bn Visits In A Nation Of<br>1.4Bn               | Flipkart Internet                      | Leo Burnett Mumbai                | India       |
|  | Grab's 'Find Me Here' Benches                            | Grab                                   | Grab Creative                     | Singapore   |
| 94   | Kiwiburger   | McDonald's New<br>Zealand              | DDB Group Aotearoa                | New Zealand |
|  | When The Monsoons Created A Tea<br>Symphony.             | Unilever India                         | Ogilvy Mumbai                     | India       |
|  | Positive Change: Environmental -<br>Brands               |  |                                   |             |
| 96   | The ANZ Good Energy Home Loan                            | ANZ                                    | TBWA Auckland                     | New Zealand |
|  | Positive Change Social Good:<br>Brands - Products        |  |                                   |             |
| 97   | Dove's Journey From Being GOOD<br>To LOVED               | Hindustan Unilever                     | Ogilvy Mumbai                     | India       |
|  | Skins For Skin   | Unilever                               | Ogilvy Singapore                  | Singapore   |
|  | Positive Change Social Good:<br>Brands - Services        |  |                                   |             |
|  | NEEYAT. Don't Know What That Is?<br>You Will!            | Piramal Capital and<br>Housing Finance | The Womb                          | India       |
| 100  | Taste Of Korea   | McDonald's Korea                       | Leo Burnett Seoul                 | South Korea |

| Non-Profit   |     | Positive Change Social Good:        |                        |                    |              |
|--|-----|-------------------------------------|------------------------|--------------------|--------------|
| 102 Open All Ages  |     |                                     |                        |                    |              |
| Technology Elderly Service Center  Quezon City Local Government  Ogilvy Melbourne Australia  Seasonal Marketing  105 Australian Lamb Sizzles With Un- Australia  106 Fried Night Footy Short Video Marketing  107 Cool 108 Q5 e-tron 0.03s - Shortest Video Shall Budget-Products 109 Trial By Water  Small Budget-Services 110 An Erwelope For Women's Financial Fatee 111 Correct The Internet 112 This NZ Election, Australia Decides Social Media Marketing 113 1982 Sprite - A Meme In A Bottle 114 Correct The Internet 115 The Great Potato Debate McDonald's Australia 116 Creating India's Coffee Generation 117 From Irrelevance To Iconicity Motato Australia New Zealand New Zealand New Jealand New Jealand New Jealand New Zealand New Jealand New Zealand New Z | 101 | Correct The Internet                | Team Heroine           | DDB Group Aotearoa | New Zealand  |
| Government   | 102 | Open All Ages                       | Technology Elderly     | Ogilvy Shanghai    | China        |
| Seasonal Marketing   | 103 | Right To Care                       | ,                      | MullenLowe TREYNA  | Philippines  |
| Australian Lamb Sizzles With Un-Australia   Australia   Australia   Australia   Australia   Australia   Australia   Australia   Australia   Australia   Ogilvy Sydney   Australia  | 104 | Til It's Done                       | Football Australia     | Ogilvy Melbourne   | Australia    |
| Australia Australia Ogilvy Sydney Australia  Norivideo Marketing  Tobistro Foods GIGIL Philippines  SalC Audi Ogilvy Shanghai China  Small Budget-Products  Trial By Water Mahindra & Mahindra The Womb India  Small Budget-Services  Tobistro Foods GIGIL Philippines  Tobistro Foods GIGIL Philippines  Ogilvy Shanghai China  Small Budget-Products  Trial By Water Mahindra & Mahindra The Womb India  Small Budget-Services  Tobistro Foods GIGIL Philippines  Ogilvy Shanghai China  McCann New Delhi India  India  Team Heroine DDB Group Aotearoa New Zealand  New Zealand  New Zealand  Social Media Marketing  The Coca-Cola Company EssenceMediacom Shanghai  The Great Potato Debate McDonald's Australia DDB Group Aotearoa New Zealand  The Great Potato Debate McDonald's Australia McCann New Delhi India  Sustained Success - Products  Creating India's Coffee Generation Nestlé India McCann New Delhi India  Trom Irrelevance To Iconicity Royal Enfield (Eicher Motors) Mumbai India  Sustained Success - Services  Subway Korea Drama's Unlikely Star Communication  From Marketing  LaP MASA: Manu Applied Science Aotearoa Partners  Toda Cogilvy Shanghai / EssenceMediacom Shanghai  McCann New Delhi India  McCann New Delhi India  McCann New Delhi India  BBDO Mumbai India  Norea  Korea  Communication Sustained Success - Services  Subway Korea Baenaem Korea  Communication New Zealand   |     | <u> </u>                            |                        |                    |              |
| Short Video Marketing  | 105 |                                     |                        | The Monkeys Sydney | Australia    |
| Tobistro Foods   GIGIL   Philippines   | 106 | •                                   | KFC Australia          | Ogilvy Sydney      | Australia    |
| Small Budget-Products  | 107 |                                     | Tabiatus Es ada        | CICII              | Dhilin air a |
| Trial By Water   |     |                                     |                        |                    |              |
| Small Budget-Services  |     | Small Budget-Products               |                        |                    |              |
| 110  | 109 |                                     | Mahindra & Mahindra    | The Womb           | India        |
| Fate Bank 111 Correct The Internet Team Heroine DDB Group Aotearoa New Zealand 112 This NZ Election, Australia Decides Every Kiwi Vote Counts Special Auckland New Zealand 113 Social Media Marketing 114 Correct The Internet Team Heroine DDB Group Aotearoa New Zealand 115 The Great Potato Debate McDonald's Australia DDB Group Sydney Australia 116 Creating India's Coffee Generation Nestlé India McCann New Delhi India 117 From Irrelevance To Iconicity Royal Enfield (Eicher Motors) Mumbai 118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India 119 Subway: Korean Drama's Unlikely Star Communication 110 L&P MASAs: Manu Applied Science Aotearoa Partners 1110 DDB Group Aotearoa New Zealand 1111 Menaem Korea 1111 DDB Mudra Group Mumbai India 1112 DDB Mudra Group Mumbai India 1113 Subway: Korean Drama's Unlikely Star Communication 1114 Subway: Korean Drama's Unlikely Star Communication 1115 Subway: Korean Drama's Unlikely Star Communication Subway: Korea Subway: Kore |     |                                     |                        |                    |              |
| This NZ Election, Australia Decides Every Kiwi Vote Counts Special Auckland New Zealand  Social Media Marketing  113 1982 Sprite - A Meme In A Bottle Company Shanghai / EssenceMediacom Shanghai  114 Correct The Internet Team Heroine DDB Group Aotearoa New Zealand  115 The Great Potato Debate McDonald's Australia DDB Group Sydney Australia  Sustained Success - Products  116 Creating India's Coffee Generation Nestlé India McCann New Delhi India  117 From Irrelevance To Iconicity Royal Enfield (Eicher Motors) Mumbai India  Sustained Success - Services  118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India  Sustained Success - Services  119 Subway: Korean Drama's Unlikely Star Communication Communication Factor Aotearoa Aotearoa  120 L&P MASA: Manu Applied Science Aotearoa  121 OOHA, From Unheard Brand To The Coca Cola Ogilvy Singapore Singapore  | 110 |                                     | 33                     | McCann New Delhi   | India        |
| Social Media Marketing  113 1982 Sprite - A Meme In A Bottle  The Coca-Cola Company  Team Heroine  Team Heroine  DDB Group Aotearoa  New Zealand  DDB Group Sydney  Australia  DDB Group Sydney  Australia  Sustained Success - Products  116 Creating India's Coffee Generation  Team Heroine  Nestlé India  McCann New Delhi  India  117 From Irrelevance To Iconicity  Royal Enfield (Eicher Motors)  DDB Mudra Group Mumbai  India  Sustained Success - Services  118 See The Signs Of 'Silent Separation'  Subway: Korean Drama's Unlikely Star  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa  121 OOHA, From Unheard Brand To  The Coca Cola  Ogilvy Shanghai / EssenceMediacom Shanghai  China  China  Ogilvy Shanghai / EssenceMediacom Shanghai  China  Australia  DDB Group Aotearoa  New Zealand New Zealand New Zealand Partners  120 OGIlvy Singapore  Singapore   | 111 | Correct The Internet                | Team Heroine           | DDB Group Aotearoa | New Zealand  |
| 113 1982 Sprite - A Meme In A Bottle  The Coca-Cola Company  Company  Dollar Group Aotearoa New Zealand  114 Correct The Internet Team Heroine DDB Group Aotearoa New Zealand  115 The Great Potato Debate McDonald's Australia DDB Group Sydney Australia  Sustained Success - Products  116 Creating India's Coffee Generation Nestlé India McCann New Delhi India  117 From Irrelevance To Iconicity Royal Enfield (Eicher Motors) DDB Mudra Group Mumbai India  Sustained Success - Services  118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India  Sustained Success - Services  119 Subway: Korean Drama's Unlikely Star  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa  121 OOHA, From Unheard Brand To The Coca Cola Ogilvy Singapore  Singapore   | 112 | This NZ Election, Australia Decides | Every Kiwi Vote Counts | Special Auckland   | New Zealand  |
| Company EssenceMediacom Shanghai  114 Correct The Internet Team Heroine DDB Group Aotearoa New Zealand  115 The Great Potato Debate McDonald's Australia DDB Group Sydney Australia  Sustained Success - Products  116 Creating India's Coffee Generation Nestlé India McCann New Delhi India  117 From Irrelevance To Iconicity Royal Enfield (Eicher Motors) DDB Mudra Group Mumbai  118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India  Sustained Success - Services  119 Subway: Korean Drama's Unlikely Subway Korea Haenaem Communication  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa  Aotearoa  121 OOHA, From Unheard Brand To The Coca Cola  Ogilvy Singapore Singapore  |     | Social Media Marketing              |                        |                    |              |
| 114 Correct The Internet Team Heroine DDB Group Aotearoa New Zealand 115 The Great Potato Debate McDonald's Australia DDB Group Sydney Australia  Sustained Success - Products 116 Creating India's Coffee Generation Nestlé India McCann New Delhi India 117 From Irrelevance To Iconicity Royal Enfield (Eicher Motors) DDB Mudra Group Mumbai 118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India  Sustained Success - Services 119 Subway: Korean Drama's Unlikely Star Communication  Youth Marketing 120 L&P MASA: Manu Applied Science Aotearoa 121 OOHA, From Unheard Brand To The Coca Cola Ogilvy Singapore Singapore  | 113 | 1982 Sprite - A Meme In A Bottle    |                        | EssenceMediacom    | China        |
| Sustained Success - Products  116 Creating India's Coffee Generation Nestlé India McCann New Delhi India  117 From Irrelevance To Iconicity Royal Enfield (Eicher Motors)  118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India  Sustained Success - Services  119 Subway: Korean Drama's Unlikely Subway Korea Haenaem Communication  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa  Aotearoa  121 OOHA, From Unheard Brand To The Coca Cola  Next India  McCann New Delhi India  McCann New Delhi India  India  McCann New Delhi India  India  Subwaysia BBDO Mumbai India  BBDO Mumbai India  BBDO Mumbai India  BBDO Mumbai India  Ommunication  Forcea  Ogilvy Singapore  Singapore   | 114 | Correct The Internet                | Team Heroine           |                    | New Zealand  |
| 116 Creating India's Coffee Generation Nestlé India McCann New Delhi India  117 From Irrelevance To Iconicity Royal Enfield (Eicher Motors)  118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India  Sustained Success - Services  119 Subway: Korean Drama's Unlikely Star  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa  Partners  121 OOHA, From Unheard Brand To The Coca Cola  New Zealand Partners  Subway Korea Ogilvy Singapore Singapore   | 115 | The Great Potato Debate             | McDonald's Australia   | DDB Group Sydney   | Australia    |
| 117 From Irrelevance To Iconicity Royal Enfield (Eicher Mumbai  118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India  Sustained Success - Services  119 Subway: Korean Drama's Unlikely Subway Korea Star  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa Partners  121 OOHA, From Unheard Brand To  Royal Enfield (Eicher Mumbai DDB Mudra Group Mumbai India  Royal Enfield (Eicher DDB Mudra Group Mumbai  BBDO Mumbai India  India  Communication  Korea  Communication  New Zealand Partners  121 OOHA, From Unheard Brand To The Coca Cola Ogilvy Singapore Singapore   |     | Sustained Success - Products        |                        |                    |              |
| Motors) Mumbai  118 See The Signs Of 'Silent Separation' Procter & Gamble India BBDO Mumbai India  Sustained Success - Services  119 Subway: Korean Drama's Unlikely Subway Korea Haenaem Communication  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa Partners  121 OOHA, From Unheard Brand To The Coca Cola Ogilvy Singapore Singapore   |     | -                                   |                        |                    |              |
| Sustained Success - Services  119 Subway: Korean Drama's Unlikely Subway Korea  120 L&P MASA: Manu Applied Science Aotearoa  121 OOHA, From Unheard Brand To  Subway Korea  Communication  Korea  Communication  DDB Group Aotearoa  New Zealand Partners  Ogilvy Singapore  Singapore   | 117 | From Irrelevance To Iconicity       |                        | <u> </u>           | India        |
| 119 Subway: Korean Drama's Unlikely Subway Korea Haenaem Communication  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa Partners  121 OOHA, From Unheard Brand To The Coca Cola Ogilvy Singapore Korea Korea  Haenaem Communication  Korea  Coca-Cola Europacific DDB Group Aotearoa New Zealand Partners  Ogilvy Singapore Singapore   | 118 |                                     | Procter & Gamble India | BBDO Mumbai        | India        |
| Star Communication  Youth Marketing  120 L&P MASA: Manu Applied Science Aotearoa Partners  121 OOHA, From Unheard Brand To The Coca Cola Ogilvy Singapore Singapore  |     |                                     |                        |                    |              |
| 120L&P MASA: Manu Applied Science<br>AotearoaCoca-Cola Europacific<br>PartnersDDB Group AotearoaNew Zealand121OOHA, From Unheard Brand ToThe Coca ColaOgilvy SingaporeSingapore  | 119 |                                     | Subway Korea           |                    | Korea        |
| Aotearoa Partners Ogilvy Singapore Singapore   |     | ))                                  |                        |                    |              |
|  | 120 |                                     | '                      | DDB Group Aotearoa | New Zealand  |
|  | 121 |                                     |                        | Ogilvy Singapore   | Singapore    |