

APAC Effie Awards 2024 FINALISTS

No	Entry Title	Client	Lead Agency	Market
Multi-Market				
Multi-Market Services				
1	Music That Finds You	Spotify	Juice / UM Singapore	Singapore
Industry Categories				
Beauty & Wellness				
2	A Toothless Granny's Cutting Machine	Colgate Palmolive India	Brand David Mumbai	India
3	Don't Brush Your Teeth With 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 Company	Ogilvy Gurgaon	India
6	Thums Up - Toofani Biryani Hunt	The Coca-Cola 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 Cooking Dinner	Uber	Special Sydney	Australia
Finance				
10	An Envelope For Women's Financial Fate	Ujjivan Small Finance Bank	McCann New Delhi	India
11	Making Money Speak	Paytm	McCann New Delhi	India
12	NEEYAT. Don't Know What That Is? You Will!	Piramal Capital and Housing Finance	The Womb	India
Food				
13	Australian Lamb Sizzles With Un-Australia	Meat & Livestock Australia	The Monkeys Sydney	Australia
14	Cadbury 5Star Presents The Mush Detector	Mondelēz India	Ogilvy Mumbai	India
15	Can A Cookie Teach You How To Live?	Britannia Industries	The Womb	India
16	My Birthday Song	Mondelēz India	Ogilvy Mumbai	India

	Government / Institutional			
17	Open All Ages	Shanghai Science and Technology Elderly Service Center	Ogilvy Shanghai	China
18	Right To Care	Quezon City Local 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 Board	Publicis Singapore	Singapore
21	You're Cooked	Fire and Emergency New Zealand	Motion Sickness / MBM Wellington	New Zealand
	Healthcare			
22	Durex- Durex Academy	Reckitt Benckiser	Fishermen Integrated Malaysia	Malaysia
	Household/Home Products & Services			
23	See The Signs Of 'Silent Separation'	Procter & Gamble India	BBDO Mumbai	India
	Insurance			
24	Family Defined By Love, Not Law	Future Generali India Insurance	MullenLowe Lintas Mumbai	India
	IT /Telco			
25	Human Network Testing Telecom 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 - Introduction			
29	OOHA. From Unheard Brand To Earworm	The Coca Cola 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 Growth	SEEK	TBWA\Melbourne / UM Melbourne	Australia
	Restaurant			
33	Kiwiburger	McDonald's New 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 Bodenfors	Singapore
Specialty Categories				
Asia Pacific Brands - Products				
38	Australian Lamb Sizzles With Un-Australia	Meat & Livestock Australia	The Monkeys Sydney	Australia
39	L&P MASA: Manu Applied Science 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 1.4Bn	Flipkart Internet	Leo Burnett Mumbai	India
43	Human Network Testing Telecom Network	Vodafone Idea	Ogilvy Mumbai	India
44	NEEYAT. Don't Know What That Is? You Will!	Piramal Capital and Housing Finance	The Womb	India
Brand Revitalisation				
45	Can A Cookie Teach You How To Live?	Britannia Industries	The Womb	India
46	Virgin Australia: A Remarkable 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 Sydney	Australia
Branded Utility				
49	An Envelope For Women's Financial Fate	Ujjivan Small Finance 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 Bangalore	India
Carpe Diem - Products				
54	Electric Trade-In	Volkswagen New 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 Bank	McCann New Delhi	India
57	McDonald's Coffee Retirement	McDonald's Hong Kong	DDB Group Hong Kong	Hong Kong
58	The Untranslated Ad	Rekso Nasional Food	Leo Burnett Jakarta	Indonesia

Corporate Reputation				
59	Boringly Safe Rides With Grab	Grab	Grab Creative	Singapore
60	Human Network Testing Telecom 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 - Services				
63	Helping Farmers Fight Climate Change	PepsiCo India	Leo Burnett Mumbai	India
64	Rep Your Suburb	Whānau Ora	Motion Sickness / 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 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 Bodenfors	Singapore
David vs. Goliath (Situational)				
71	The Hire	Indeed	DDB Mudra Group 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 Symphony	Unilever India	Ogilvy Mumbai	India

Experiential Marketing - Services				
81	Hagar - Unbroken	Hagar International	DDB Group Hong Kong	Hong Kong
82	Kentucky Fried Couture	KFC Australia	Ogilvy Sydney	Australia
83	Kiwiburger	McDonald's New Zealand	DDB Group Aotearoa	New Zealand
84	Making Money Speak	Paytm	McCann New Delhi	India
Influencer				
85	Human Network Testing Telecom Network	Vodafone Idea	Ogilvy Mumbai	India
86	I Won't Give You A Smile.	McDonald's Holdings (Japan)	TBWA\HAKUHODO	Japan
87	SIM Reg: Your Number, Your 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 Bangalore	India
Media Idea				
91	Grab's 'Find Me Here' Benches	Grab	Grab Creative	Singapore
Media Innovation				
92	Drove 1.4Bn Visits In A Nation Of 1.4Bn	Flipkart Internet	Leo Burnett Mumbai	India
93	Grab's 'Find Me Here' Benches	Grab	Grab Creative	Singapore
94	Kiwiburger	McDonald's New Zealand	DDB Group Aotearoa	New Zealand
95	When The Monsoons Created A Tea Symphony.	Unilever India	Ogilvy Mumbai	India
Positive Change: Environmental - Brands				
96	The ANZ Good Energy Home Loan	ANZ	TBWA Auckland	New Zealand
Positive Change Social Good: Brands - Products				
97	Dove's Journey From Being GOOD To LOVED	Hindustan Unilever	Ogilvy Mumbai	India
98	Skins For Skin	Unilever	Ogilvy Singapore	Singapore
Positive Change Social Good: Brands - Services				
99	NEEYAT. Don't Know What That Is? You Will!	Piramal Capital and Housing Finance	The Womb	India
100	Taste Of Korea	McDonald's Korea	Leo Burnett Seoul	South Korea

	Positive Change Social Good: Non-Profit			
101	Correct The Internet	Team Heroine	DDB Group Aotearoa	New Zealand
102	Open All Ages	Shanghai Science and Technology Elderly Service Center	Ogilvy Shanghai	China
103	Right To Care	Quezon City Local Government	MullenLowe TREYNA	Philippines
104	Til It's Done	Football Australia	Ogilvy Melbourne	Australia
	Seasonal Marketing			
105	Australian Lamb Sizzles With Un-Australia	Meat & Livestock Australia	The Monkeys Sydney	Australia
106	Fried Night Footy	KFC Australia	Ogilvy Sydney	Australia
	Short Video Marketing			
107	Cool	Tobistro Foods	GIGIL	Philippines
108	Q5 e-tron 0.03s - Shortest Video	SAIC Audi	Ogilvy Shanghai	China
	Small Budget-Products			
109	Trial By Water	Mahindra & Mahindra	The Womb	India
	Small Budget-Services			
110	An Envelope For Women's Financial Fate	Ujjivan Small Finance Bank	McCann New Delhi	India
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
	Social Media Marketing			
113	1982 Sprite - A Meme In A Bottle	The Coca-Cola Company	Ogilvy Shanghai / EssenceMediacom Shanghai	China
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
118	See The Signs Of 'Silent Separation'	Procter & Gamble India	BBDO Mumbai	India
	Sustained Success - Services			
119	Subway: Korean Drama's Unlikely Star	Subway Korea	Haenaem Communication	Korea
	Youth Marketing			
120	L&P MASA: Manu Applied Science Aotearoa	Coca-Cola Europacific Partners	DDB Group Aotearoa	New Zealand
121	OOHA, From Unheard Brand To Earworm	The Coca Cola Company	Ogilvy Singapore	Singapore