

## APAC Effie Awards 2025 FINALISTS

No	Entry Title	Client	Lead Agency	Market
<b>Multi-Market</b>				
	<b>Multi-Market Products</b>			
1	Clear's Winning Play Against Dandruff	Unilever Singapore	MullenLowe Singapore	Singapore
2	A Loud Stance Against Asia's Silent Killer	Roche Diagnostics Asia Pacific	Edelman Singapore	Singapore
<b>Industry Categories</b>				
	<b>Automotive</b>			
3	The Benz Effect	Mercedes-Benz Thailand	BBDO Bangkok	Thailand
4	VF 3 - FROM HYPE TO HISTORY IN 66 HOURS	VinFast Vietnam	Ogilvy Vietnam	Vietnam
5	AN SOS CALL FROM KIDS TO BLIND PARENTS	TVS Motor Company	Lowe Lintas Bangalore	India
	<b>Beauty &amp; Wellness</b>			
6	Sweet Truth	Colgate Palmolive India	Brand David Communications Mumbai	India
7	Vaseline Pro Derma Transition Body Lotion	Unilever Singapore	Ogilvy Singapore	Singapore
8	If My Skin Can, Yours Can	Unilever Indonesia	VML Indonesia	Indonesia
	<b>Beverages Non-Alcohol</b>			
9	Using Data to Make Indians Play	PepsiCo India	Leo Mumbai	India
	<b>Delivery Services</b>			
10	Get Almost Almost Anything on Uber Eats	Uber	Special Sydney	Australia
	<b>Finance</b>			
11	NEEYAT: INDIA'S REAL CREDIT SCORE	Piramal Capital and Housing Finance	The Womb	India
	<b>Food</b>			
12	How Australian Lamb United the Generations	Meat & Livestock Australia	Droga5 Sydney, Formerly The Monkeys	Australia
13	Food Feud	Sasa Inti	VML Indonesia	Indonesia
14	Tongue Spoon	Nestlé Indonesia	VML Indonesia	Indonesia

	<b>Government / Institutional</b>			
15	A Masterclass in Government Sex Talks	Department of Health and Aged Care	Ogilvy Sydney	Australia
	<b>Healthcare</b>			
16	KiKi Voice	Bayer Thai	Ogilvy Bangkok	Thailand
17	Thank You From Your Future Self	MSD Vietnam	MullenLowe Mishra	Vietnam
18	Stallion	Bayer Philippines	GIGIL	Philippines
19	The Impossible Choice	St. Jude ChildCare Centres	Ogilvy Mumbai	India
	<b>Household/Home Products &amp; Services</b>			
20	From Handwash Rebels to Handwash Legends	ITC	Ogilvy Mumbai	India
	<b>Insurance</b>			
21	Flexi Cat	Income Insurance	BBH Singapore	Singapore
22	Complete Protection, Complete Stories	Income Insurance	BBH Singapore	Singapore
	<b>Media, Entertainment &amp; Leisure</b>			
23	Getting Indians To Pay For Music	Spotify India	Leo Mumbai	India
	<b>New Product or Service - Introduction</b>			
24	Walking Tall: The Buckaroo Story	Buckaroo	McCann Gurugram	India
25	Giving Health Insurance a Wake-up Call	AKCO General Insurance	Leo Mumbai	India
26	MaccyLeaks	McDonald's Hong Kong	DDB Group Hong Kong	Hong Kong
27	A Geyser That Reduces Hair-fall	Symphony	The Womb	India
	<b>New Product or Service - Line Extension</b>			
28	Stop Turning a Colourblind Eye	McDonald's India	DDB Mudra Group Mumbai	India
29	Grab for Moms - Outserving Moms in Need	Grab	Grab Creative Studio	Singapore
30	The Single-Handed Triumph	Britannia Industries	The Womb	India
31	Purple: From Bathroom Sink to Vanity Table	Colgate-Palmolive Malaysia	WPP@CP Singapore	Singapore
	<b>Other Products &amp; Services</b>			
32	From Jobseeker, to the One Whom Jobs Seek	Indeed	DDB Mudra Group Mumbai	India
	<b>Restaurants</b>			
33	KFC Flying High in a Frugal World	KFC Australia	Ogilvy Sydney	Australia
34	The World's Most Successful Popeyes launch	Popeyes New Zealand	Pitchblack Partners / Hearts & Science New Zealand	New Zealand

35	Driver Tax	McDonald's New Zealand	DDB Group Aotearoa	New Zealand
	<b>Retail</b>			
36	Go Big on the Little Things	ALDI Australia	BMF Sydney	Australia
37	Second Life	Fourleaf	McCann Tokyo	Japan
38	Valentine's Day	Grab	GIGIL	Philippines
	<b>Travel / Tourism</b>			
39	Relive the Epic of The Ramayana Trail	SriLankan Airlines	Phoenix Ogilvy O&M	Sri Lanka
<b>Specialty Categories</b>				
	<b>Asia Pacific Brands - Products</b>			
40	Fight for Thais' Gut	Dutch Mill	Ogilvy Bangkok	Thailand
41	VF 3 - FROM HYPE TO HISTORY IN 66 HOURS	VinFast Vietnam	Ogilvy Vietnam	Vietnam
42	Sound of Silence	MIVI	The Womb	India
	<b>Asia Pacific Brands - Services</b>			
43	NEEYAT: INDIA'S REAL CREDIT SCORE	Piramal Capital and Housing Finance	The Womb	India
	<b>Brand Revitalisation</b>			
44	THE OG GANGSTA IS BACK!	Symphony	The Womb	India
	<b>Branded Content</b>			
45	From Handwash Rebels to Handwash Legends	ITC	Ogilvy Mumbai	India
	<b>Branded Utility</b>			
46	D For Dreams	Mondelēz India Foods	Ogilvy Mumbai	India
47	Grab for Moms - Outserving Moms in Need	Grab	Grab Creative Studio	Singapore
48	Using Data to Make Indians Play	PepsiCo India	Leo Mumbai	India
49	Grab Unblocks the Worst Airport in Asia	Grab	Grab Creative Studio	Singapore
	<b>Business-to-Business</b>			
50	Cornershop Heroes	Buckaroo	McCann Gurugram	India
51	Levelling the Field for Women Farmers	PepsiCo India	Leo Mumbai	India
	<b>Carpe Diem - Products</b>			
52	No Twist In This Tale	Britannia Industries	The Womb	India
	<b>Carpe Diem - Services</b>			
53	The Airport That Became A Swiftie	Changi Airport Group	Ogilvy Singapore	Singapore

	<b>Corporate Reputation</b>			
54	Huawei Project Ocean Eye	Huawei Technologies	Ogilvy Shenzhen / Ogilvy Shanghai	China
55	AN SOS CALL FROM KIDS TO BLIND PARENTS	TVS Motor Company	Lowe Lintas Bangalore	India
56	Voice of Partners	Grab	GIGIL	Philippines
	<b>Crisis Response / Critical Pivot - Products</b>			
57	Levelling the Field for Women Farmers	PepsiCo India	Leo Mumbai	India
	<b>Crisis Response / Critical Pivot - Services</b>			
58	A Masterclass in Government Sex Talks	Department of Health and Aged Care	Ogilvy Sydney	Australia
	<b>Data Driven</b>			
59	Hacking ChatGPT Saved Marketing 99% Hours	Grab	Grab	Singapore
60	Using Data to Make Indians Play	PepsiCo India	Leo Mumbai	India
	<b>David vs. Goliath (Traditional)</b>			
61	So F_ing Delicious	Lee Kum Kee (Hong Kong)	Grey Advertising Hong Kong	Hong Kong
62	Leave a Better Taste In Your Mouth	Delivereasy	Colenso BBDO	New Zealand
	<b>David vs. Goliath (Situational)</b>			
63	Reclaiming the Spirit of Indian Democracy	Indian National Congress	DDB Mudra Group Mumbai	India
64	5Stars 'Erases' Valentine's Day	Mondelēz India Foods	Ogilvy Mumbai	India
	<b>Engaged Community</b>			
65	Vaseline Pro Derma Transition Body Lotion	Unilever Singapore	Ogilvy Singapore	Singapore
66	Food Feud	Sasa Inti	VML Indonesia	Indonesia
67	KFC Flying High in a Frugal World	KFC Australia	Ogilvy Sydney	Australia
68	MaccyLeaks	McDonald's Hong Kong	DDB Group Hong Kong	Hong Kong
	<b>Events</b>			
69	No Twist In This Tale	Britannia Industries	The Womb	India
	<b>Experiential Marketing - Products</b>			
70	KFC Flying High in a Frugal World	KFC Australia	Ogilvy Sydney	Australia
71	How a Historic Jingle Unlocked a New Love	McDonald's Australia	DDB Group Sydney / OMD Sydney	Australia
72	Designing A Period Curriculum For Mom	Procter & Gamble India	Leo Mumbai	India
73	Using Data to Make Indians Play	PepsiCo India	Leo Mumbai	India
74	Fantenders	Heineken / China Resources Beer	BBH Shanghai	China

	<b>Experiential Marketing - Services</b>			
75	The First Gaming Festival You Could Play	Spark New Zealand	Colenso BBDO	New Zealand
76	50 Benches	McDonald's Hong Kong	DDB Group Hong Kong	Hong Kong
	<b>Influencer</b>			
77	From Handwash Rebels to Handwash Legends	ITC	Ogilvy Mumbai	India
78	Getting Indians To Pay For Music	Spotify India	Leo Mumbai	India
79	If My Skin Can, Yours Can	Unilever Indonesia	VML Indonesia	Indonesia
	<b>Marketing Disruptors</b>			
80	VF 3 - FROM HYPE TO HISTORY IN 66 HOURS	VinFast Vietnam	Ogilvy Vietnam	Vietnam
81	Vaseline Pro Derma Transition Body Lotion	Unilever Singapore	Ogilvy Singapore	Singapore
	<b>Media Content Partnership</b>			
82	Scripting Valentine's Magic with Disney	Mondelēz India Foods	Ogilvy Mumbai	India
	<b>Media Idea</b>			
83	50 Benches	McDonald's Hong Kong	DDB Group Hong Kong	Hong Kong
84	giga! Eeeasiest Win	StarHub Mobile	Grey Group Singapore	Singapore
	<b>Media Innovation</b>			
85	Hello Christmas	Telstra	Droga5 Sydney, Formerly The Monkeys	Australia
	<b>Positive Change Social Good: Brands - Products</b>			
86	Vaseline Pro Derma Transition Body Lotion	Unilever Singapore	Ogilvy Singapore	Singapore
87	Colgate Oral Health Movement	Colgate-Palmolive India	Brand David Communications Mumbai	India
88	AN SOS CALL FROM KIDS TO BLIND PARENTS	TVS Motor Company	Lowe Lintas Bangalore	India
89	ONE DAY-OFF TOGETHERNESS	Mondelēz Kinh Do Vietnam	Leo Vietnam	Vietnam
	<b>Positive Change Social Good: Brands - Services</b>			
90	Saving Her Savings	ESAF Small Finance Bank	McCann Gurugram	India
91	Teaching Kids the Good and Bad Things About	2degrees	TBWA\New Zealand	New Zealand
	<b>Positive Change Social Good: Non-Profit</b>			
92	The Impossible Choice	St. Jude ChildCare Centres	Ogilvy Mumbai	India
93	A Masterclass in Government Sex Talks	Department of Health and Aged Care	Ogilvy Sydney	Australia

	<b>Seasonal Marketing</b>			
94	Go Big on the Little Things	ALDI Australia	BMF Sydney	Australia
95	How Australian Lamb United the Generations	Meat and Livestock Australia	Droga5 Sydney, Formerly the Monkeys	Australia
96	Scripting Valentine's Magic with Disney	Mondelēz India Foods	Ogilvy Mumbai	India
97	KFC Bucketware	Yum Restaurants International	VML Thailand	Thailand
98	A Festive Campaign without Festive Clichés	Mondelēz India Foods	Leo Mumbai	India
	<b>Shopper &amp; e-Commerce Marketing</b>			
99	KFC Flying High in a Frugal World	KFC Australia	Ogilvy Sydney	Australia
100	VF 3 - FROM HYPE TO HISTORY IN 66 HOURS	VinFast Vietnam	Ogilvy Vietnam	Vietnam
101	What Can IKEA Teach Indians About Homes?	IKEA India	Leo Mumbai	India
	<b>Short Video Marketing</b>			
102	The Impossible Choice	St. Jude ChildCare Centres	Ogilvy Mumbai	India
	<b>Small Budget - Products</b>			
103	The Benz Effect	Mercedes-Benz Thailand	BBDO Bangkok	Thailand
104	A Geyser That Reduces Hair-fall	Symphony	The Womb	India
	<b>Small Budget - Services</b>			
105	The Impossible Choice	St. Jude ChildCare Centres	Ogilvy Mumbai	India
106	The World's Most Successful Popeyes launch	Popeyes New Zealand	Pitchblack Partners / Hearts & Science New Zealand	New Zealand
107	Saving Her Savings	ESAF Small Finance Bank	McCann Gurugram	India
	<b>Social Media Marketing</b>			
108	Second Life	Fourleaf	McCann Tokyo	Japan
109	How the Boot McNugget became a collectable	McDonald's Australia	DDB Group Sydney	Australia
110	If My Skin Can, Yours Can	Unilever Indonesia	VML Indonesia	Indonesia
111	No Twist In This Tale	Britannia Industries	The Womb	India
	<b>Sustained Success - Products</b>			
112	How Australian Lamb Leapt to New Heights	Meat & Livestock Australia	Droga5 Sydney, Formerly The Monkeys	Australia
113	Nothing Compares	Goodman Fielder	DDB Group Aotearoa	New Zealand
114	Break Period Taboo To Keep Girls In School	Procter & Gamble	Leo Mumbai	India

115	Brewing India's New Beverage Habit	Nestlé India	McCann Gurugram	India
	<b>Sustained Success - Services</b>			
116	How Ridiculousness Resurrected Burger King	Burger King NZ	Pitchblack Partners	New Zealand
117	It's Not Crazy. It's the Navy.	Republic of Singapore Navy	MullenLowe Singapore	Singapore
118	SIX YEARS OF RECORD GROWTH - SOLVED.	Auto & General Insurance	303 MullenLowe	Australia
119	Suncorp: Resilience Rewriting Rules	Suncorp Insurance	Leo Sydney	Australia
	<b>Youth Marketing</b>			
120	5Star 'Erases' Valentine's Day	Mondelēz India Foods	Ogilvy Mumbai	India
121	From Handwash Rebels to Handwash Legends	ITC	Ogilvy Mumbai	India
122	A Masterclass in Government Sex Talks	Department of Health and Aged Care	Ogilvy Sydney	Australia
123	Anything But Regular	Army Recruitment Centre	Tribal Worldwide Singapore	Singapore