



## APAC Effie Awards 2018 - Winners (Results by Award)

**Brand of the Year: University of Melbourne**

**Marketer of the Year: University of Melbourne**

**Agency of the Year: McCann Melbourne**

**Agency Network of the Year: McCann Worldgroup**

Entry Title	Category	Client	Agency	Country
<b>GRAND EFFIE</b>				
Made Possible By Melbourne	Government / Institutional	University of Melbourne	McCann Melbourne	Australia
<b>GOLD</b>				
Making Shampoos an Office Supply	Beauty & Wellness	Unilever Japan	Asatsu-DK	Japan
Lamb: Celebrate Australia	Food	Meat & Livestock Australia	The Monkeys	Australia
Made Possible By Melbourne	Government / Institutional	University of Melbourne	McCann Melbourne	Australia
Made Possible By Melbourne	Brand Experience - Products	University of Melbourne	McCann Melbourne	Australia
2degrees Data Hunt	IT / Telco	2degrees Mobile	Special Group	New Zealand
Marriage in the Air	Travel / Tourism	Cathay Pacific Airways	McCann Worldgroup Hong Kong	Hong Kong
Child Replacement Programme	Other Products & Services	Mars NZ	Colenso BBDO	New Zealand
Child Replacement Programme	Branded Utility	Mars NZ	Colenso BBDO	New Zealand
Electrolux – Fashion Care	Brand Revitalisation	Electrolux S.E.A	Ogilvy Singapore	Singapore
Ho Ee Ki – Let It Go	Branded Content	Mudah.my	Isobar Malaysia	Malaysia
Ho Ee Ki – Let It Go	Seasonal Marketing	Mudah.my	Isobar Malaysia	Malaysia
The Hearing Test In Disguise	Data & Technology	Cochlear	CHE Proximity	Australia

Adding Health to Hands	David vs Goliath	ITC	Ogilvy Mumbai	India
Capture	Small Budget - Products	Verena International	McCann Worldgroup Thailand	Thailand
Let's Create Viral 'Products'!	Small Budget - Products	Saregama India	The Womb	India
Oreo Music Box	Shopper & e-Commerce Marketing	Mondelez International	VML China	China
Any Number of Sore Throats	Sustained Success	Nestlé	Ogilvy Sydney	Australia
Valentine's Joy for the Heartbroken	Asia Pacific Brands	Jollibee Foods Corporation	McCann Worldgroup Philippines	Philippines
Valentine's Joy for the Heartbroken	Social Media Marketing	Jollibee Foods Corporation	McCann Worldgroup Philippines	Philippines
DB Export Beer Bottle Sand	Positive Change Social Good - Brands	DB Breweries/Heineken NZ	Colenso BBDO	New Zealand
Last Laugh	Positive Change Social Good - Non-Profit	IAPC	Medulla Communications	India
Airbnb - Until We All Belong	Positive Change Social Good - Brands	Airbnb	Clemenger BBDO	Australia
<b>SILVER</b>				
L'Oréal vs Laser	Beauty & Wellness	L'Oréal	McCann Melbourne	Australia
Share a Coke, Share a Code	Beverages Non-Alcohol	Coca-Cola China	McCann Worldgroup China	China
Share a Coke, Share a Code	Youth Marketing	Coca-Cola China	McCann Worldgroup China	China
Shan Foods Thematic	Food	Shan Foods	Ogilvy Pakistan	Pakistan
Vodafone Free vs Quality	IT / Telco	Vodafone India	Ogilvy Mumbai	India
Tap for your Town	Financial Products & Services	Mastercard	McCann Sydney	Australia
Tap for your Town	Shopper & e-Commerce Marketing	Mastercard	McCann Sydney	Australia

Tap for your Town	Social Media Marketing	Mastercard	McCann Sydney	Australia
Let's Create Viral 'Products'!	New Product or Service	Saregama India	The Womb	India
Valentine's Joy for the Heartbroken	Restaurants	Jollibee Foods Corporation	McCann Worldgroup Philippines	Philippines
The Hearing Test In Disguise	Healthcare	Cochlear	CHE Proximity	Australia
The Hearing Test In Disguise	Branded Content	Cochlear	CHE Proximity	Australia
Inspiring India's New Dreamers	Retail	Amazon Seller Services	Ogilvy Mumbai	India
Getting Indians to #LiveThere	Travel / Tourism	Airbnb India	TBWA\India	India
Life is an Opportunity	Asia Pacific Brands	Thai Life Insurance	Ogilvy Bangkok	Thailand
Making Shampoos an Office Supply	Business-to-Business	Unilever Japan	Asatsu-DK	Japan
2degrees Data Hunt	Brand Experience - Services	2degrees Mobile	Special Group	New Zealand
Last Laugh	Branded Content	IAPC	Medulla Communications	India
Last Laugh	Small Budget - Services	IAPC	Medulla Communications	India
Viral Products Revitalise Brands	Brand Revitalisation	Saregama India	The Womb	India
Circles.Life 20/20 Launch	David vs Goliath	Circles.Life	Supermarket Creatives	Singapore
Made Possible By Melbourne	Media Innovation	University of Melbourne	McCann Melbourne	Australia
Made Possible By Melbourne	Media Partnership Activation	University of Melbourne	McCann Melbourne	Australia
Made Possible By Melbourne	Sponsorship & Event Marketing	University of Melbourne	McCann Melbourne	Australia
India's Newest Status Symbol	Media Partnership Activation	RB	McCann Worldgroup India	India
Live Unboxed: Precision Marketing	Programmatic	Samsung Asia	J. Walter Thompson Singapore	Singapore
Lamb: Celebrate Australia	Seasonal Marketing	Meat & Livestock Australia	The Monkeys	Australia

The Perfect Aussie Christmas	Seasonal Marketing	ALDI Australia	BMF	Australia
The BIC 4 Colour World Championship	Sponsorship & Event Marketing	BIC	McCann Melbourne	Australia
Berocca: From Big Nights to Big Days	Sustained Success	Bayer Australia	J. Walter Thompson Sydney	Australia
Dirt a Karmic Perspective	Sustained Success	Hindustan Unilever	Hindustan Unilever	India
End Child Marriage Campaign	Positive Change Social Good - Non-Profit	UNICEF - Bangladesh	Asiatic Marketing Communications	Bangladesh
Breast Exam in Conservative India	Positive Change Social Good - Brands	Narayana Health	McCann Worldgroup India	India
<b>BRONZE</b>				
Neki Ek Ibadat	Multi-Market Products and Services	Hindustan Unilever	Hindustan Unilever	India
Ceat It Helps Putting Safety First	Automotive	Ceat	Ogilvy Mumbai	India
Vote for Change	Automotive	Nissan Motor Corporation	TBWA\India	India
Vote for Change	David vs Goliath	Nissan Motor Corporation	TBWA\India	India
Grill Grill Cheese	Food	Seoul Dairy Cooperative	McCann Worldgroup Korea	Korea
The Good Cow Triumphs	Food	Nestlé China	Ogilvy Beijing	China
The Good Cow Triumphs	Brand Revitalisation	Nestlé China	Ogilvy Beijing	China
Last Laugh	Brand Experience - Services	IAPC	Medulla Communications	India
Selling AI to the Average Joe	IT / Telco	IBM Australia	Ogilvy Sydney	Australia
Spectorium	Consumer Electronics and Durables	HP Australia	Edelman Australia	Australia
Spectorium	Data & Technology	HP Australia	Edelman Australia	Australia
The Altitude Brew	Travel /Tourism	Cathay Pacific Airways	McCann Worldgroup Hong Kong	Hong Kong

Activ Vietnam	Beverages Non-Alcohol	Nestlé MILO Vietnam	Ogilvy Vietnam	Vietnam
Mirinda #ReleaseThePressure	Beverages Non-Alcohol	PepsiCo India	BBDO India	India
You've Gotta Have a Team	Asia Pacific Brands	Football Federation Australia	BMF	Australia
My First Outfit	Retail	Uniqlo	Hakuhodo Japan	Japan
Reinventing the Athlete Tour	Retail	Nike	Mindshare China	China
It Takes One to Know One	Business-to-Business	Bank of Queensland	BWM Dentsu	Australia
Championing the Smallest Fighters	David vs Goliath	BabyLove	BWM Dentsu	Australia
Turning KFC into gamers' Playground	Media Partnership Activation	Yum! China	Mindshare China	China
3M LifeHacks	Programmatic	3M	MRM//McCann Singapore	Singapore
City Proof Your Skin	Shopper & e-Commerce Marketing	Johnson & Johnson	DDB Group Singapore	Singapore
Tap for your Town	Sponsorship & Event Marketing	Mastercard	McCann Sydney	Australia
Valentine's Joy for the Heartbroken	Seasonal Marketing	Jollibee Foods Corporation	McCann Worldgroup Philippines	Philippines
Valentine's Joy for the Heartbroken	Small Budget - Products	Jollibee Foods Corporation	McCann Worldgroup Philippines	Philippines
Hello in Elephant	Small Budget - Services	David Sheldrick Wildlife Trust	whiteGREY	Australia
The Hearing Test In Disguise	Small Budget - Services	Cochlear	CHE Proximity	Australia
Three Years of Pure Potential	Sustained Success	Lion	Special Group	Australia
Durex Jeans - Condom or Denim	Social Media Marketing	Reckitt Benckiser India	Havas Worldwide India	India
McDonald's Full-heart Support	Social Media Marketing	McDonald's (China)	BBDO China	China
#HUNGEREPLY	Youth Marketing	MARS Japan	BBDO Japan	Japan
My Hair, it has to be my way	Beauty & Wellness	Unilever	Ogilvy Shanghai	China
DB Export Beer Bottle Sand	Beverages - Alcohol	DB Breweries/Heineken NZ	Colenso BBDO	New Zealand

DB Export Beer Bottle Sand	Asia Pacific Brands	DB Breweries/Heine ken NZ	Colenso BBDO	New Zealand
DB Export Beer Bottle Sand	Brand Experience - Products	DB Breweries/Heine ken NZ	Colenso BBDO	New Zealand
From FabCon to Bestselling Perfume	Household/Hom e Products & Services	Unilever	Ogilvy Singapore	Singapore
Dead Whale	Positive Change Environmental - Non-Profit	Greenpeace Philippines	Dentsu Jayme Syfu	Philippines
Time With Mum	Positive Change Social Good - Non-Profit	Road Safety Commission	MullenLowe 303	Australia