



# APAC Effie Awards 2019

## Finalists

	Entry Title	Lead Agency	Client	Country
<b>Single Market – Products &amp; Services Categories</b>				
<b>Automotive</b>				
1	For the real engine of the truck	Ogilvy India	Castrol India	India
2	She's Mercedes	Ogilvy Beijing	Mercedes-Benz (China)	China
3	The Time Travelling Truck	Rediffusion	TATA Motor	India
<b>Beauty &amp; Wellness</b>				
4	Bodybuilder	Ogilvy Singapore	Unilever	Singapore
5	Hair Talk	J. Walter Thompson Bangkok	Unilever Asia	Thailand
6	Sit Improper	Leo Burnett India	Procter & Gamble	India
<b>Beverages – Alcohol</b>				
7	The Big Question	The Monkeys	Beam Suntory	Australia
<b>Beverages – Non-Alcohol</b>				
8	Coca-Cola Faces of the City	McCann Worldgroup China	The Coca-Cola Company	China
9	MILO Powder - Back in the Game	Ogilvy Vietnam	Nestlé MILO Vietnam	Vietnam
10	Nescafé Magic TV	Ogilvy Beijing	Nestlé (China)	China
11	Share a Coke	McCann Worldgroup India	The Coca-Cola Company	India
12	The Great Foodie Debate	BBDO Pakistan	PepsiCo	Pakistan
13	V Pure	Clemenger BBDO Sydney / TKT Sydney	FrucoSuntory	Australia
<b>Consumer Electronics and Durables</b>				
14	God's Gift To Us!	The Womb Communications	Saregama Carvaan	India
15	Three Minutes	TBWA\Media Arts Lab Shanghai	Apple China	China
<b>Financial Products &amp; Services</b>				
16	Here For Good	TBWA\Singapore	Standard Chartered	Singapore
17	How Tower Simplified Insurance	Barnes, Catmur & Friends Dentsu	Tower Insurance	New Zealand
18	Inconvenience Stores	CHE Proximity	Swann Insurance	Australia
19	NRMA Insurance: Help is who we are	The Monkeys	NRMA Insurance	Australia
20	The Algorithm Agent	TBWA\Hong Kong	Standard Chartered Bank	Hong Kong
<b>Food</b>				
21	How purpose led purchase	Ogilvy India	Mondelez India Foods	India
22	Measuring heart health in inches	Mccann Worldgroup India	Marico	India

23	Oyster Kanji Dictation	I&S BBDO/ Koo-ki	Hiroshima prefecture	Japan
24	Protein+	Colenso BBDO	Fonterra New Zealand	New Zealand
25	The Secret	Ogilvy Group Thailand	Monde Nissin (Thailand)	Thailand
26	Unleashing the Golden® Crumpet	BMF	George Weston Foods	Australia
<b>Governmental / Institutional</b>				
27	Don't Die Wondering	The Monkeys	FCAI	Australia
28	Family Planning had Better Plan	McCann Worldgroup India	Bill & Melinda Gates Foundation	India
29	The Face of Change	Barnes, Catmur & Friends Dentsu	Movember Foundation	New Zealand
30	Why Gamble With Your Holiday?	TBWA\Singapore	Singapore Tourism Board (STB)	Singapore
<b>Healthcare</b>				
31	Blink to Speak	TBWA India	NeuroGen Brain and Spine Institute	India
32	TOUCH	BBDO Indonesia	Johnson & Johnson Indonesia	Indonesia
33	Vicks Touch of Care	Publicis Singapore	Procter & Gamble, Vicks	Singapore
34	Washable Book	McCann Health	Angfa	Japan
<b>Household / Home Products &amp; Services</b>				
35	A COLOR-LASTING CASE OF OMO MATIC	Ogilvy Vietnam	Unilever Vietnam	Vietnam
36	Haar Ko Harao	Unilever	Unilever	India
37	Stand by Tough Moms	BBDO India / BBDO ENERGY	S C Johnson	India
38	The Long Awaited First Touch	Saatchi & Saatchi	Procter & Gamble	China
<b>IT / Telco</b>				
39	Little Can Be Huge	Colenso BBDO	Spark New Zealand	New Zealand
40	Re:scam	DDB New Zealand	Netsafe	New Zealand
41	Vodafone Sakhi	Ogilvy India	Vodafone Idea	India
<b>Media, Entertainment &amp; Leisure</b>				
42	#HarBhashaEqual	What's your Problem brand Solutions	Dailyhunt App	India
43	Lotto: Imagine	DDB New Zealand	New Zealand Lotteries	New Zealand
<b>Restaurants</b>				
44	KFC Brand Turnaround	Ogilvy Singapore	KFC Singapore	Singapore
45	KFC Buckethead Army	Ogilvy Sydney	KFC Australia	Australia
<b>Retail</b>				
46	"Unforgettable Bag"	Grey Worldwide	Tesco Malaysia	Malaysia
47	Everyone is an amazing book	MRM//McCann Shanghai	Amazon	China
48	How one word changed EOFYTHING	AJF Partnership	Officeworks	Australia
<b>Travel / Tourism</b>				
49	52 Mayors of Danzhai	Ogilvy Beijing	Dalian Wanda Group	China

Other Products & Services				
50	Declaring War On Norway	Barnes, Catmur & Friends Dentsu	Meridian Energy	New Zealand
51	The Beauty of Temperature	McCann Tokyo	Thermos	Japan
New Product or Service				
52	Launch Amazon Echo in India	Ogilvy India	Amazon Seller Services	India
Single Market – Specialty Categories				
Asia Pacific Brands				
53	52 Mayors of Danzhai	Ogilvy Beijing	Dalian Wanda Group	China
54	Kupu	Colenso BBDO	Spark New Zealand	New Zealand
Brand Experience – Products				
55	Coca-Cola Faces of the City	McCann Worldgroup China	The Cola-Cola Company	China
56	KFC Buckethead Army	Ogilvy Sydney	KFC Australia	Australia
57	The Longest Drive-Through Catalogue	McCann Worldgroup India	Ikea	India
Brand Experience – Services				
58	Inconvenience Stores	CHE Proximity	Swann Insurance	Australia
59	Kupu	Colenso BBDO	Spark New Zealand	New Zealand
60	Re:scam	DDB New Zealand	Netsafe	New Zealand
Brand Revitalisation				
61	Innovation that re-vitalised brands	The Womb Communications	Saregama India	India
62	MILO Powder - Back in the Game	Ogilvy Vietnam	Nestlé MILO Vietnam	Vietnam
63	The Face of Change	Barnes, Catmur & Friends Dentsu	Movember	New Zealand
Branded Content				
64	Hair Talk	J. Walter Thompson Bangkok	Unilever Asia	Thailand
65	Inconvenience Stores	CHE Proximity	Swann Insurance	Australia
66	The Beauty of Temperature	McCann Tokyo	Thermos	Japan
Branded Utility				
67	Mother's Love Express	Ogilvy Taiwan	Nestle Taiwan	Taiwan
68	SelfieSTIX	Colenso BBDO	Mars New Zealand	New Zealand
69	Vodafone Sakhi	Ogilvy India	Vodafone Idea	India
Business-to-Business				
70	Fertile Farming Life	McCann Worldgroup Thailand	Hydro Thai	Thailand
71	IBM Live Leads	Ogilvy Singapore	IBM ASEAN	Singapore
72	Making fans out of retailers	The Womb Communications	Saregama India	India

Corporate Reputation				
73	52 Mayors of Danzhai	Ogilvy Beijing	Dalian Wanda Group	China
74	Saregama – Rising from the ashes	The Womb Communications	Saregama India	India
75	The Other Sanders	Reprise	QSR Stores	Malaysia
Data-Driven				
76	Infinite Futures	McCann Melbourne	University of Melbourne	Australia
77	Re:scam	DDB New Zealand	Netsafe	New Zealand
78	The Algorithm Agent	TBWA\Hong Kong	Standard Chartered Bank	Hong Kong
79	Using data to set bike riders free	Toaster	Google	Singapore
David vs Goliath				
80	Bodybuilder	Ogilvy Singapore	Unilever	Singapore
81	Digital Goliaths. Physical David!	The Womb Communications	Saregama India	India
Influencer				
82	#PowerlessQueen	WATConsult	Project Nanhi Kali	India
83	52 Mayors of Danzhai	Ogilvy Beijing	Dalian Wanda Group	China
84	A Dream Fulfilled	Naga DDB / MindshareWorld	Digi Telecommunications	Malaysia
85	Making the backpack, a swagpack	Mccann Worldgroup India	Samsonite South Asia	India
Media Content Partnership				
86	Oyster Kanji Dictation	I&S BBDO / Koo-ki	Hiroshima prefecture	Japan
Media Innovation				
87	FANtastic Breaks	Ogilvy India	Vodafone Idea	India
88	SelfieSTIX	Colenso BBDO	Mars New Zealand	New Zealand
89	The Face of Change	Barnes, Catmur & Friends Dentsu	Movember	New Zealand
Positive Change Environmental – Brands				
90	"Unforgettable Bag"	Grey Worldwide	Tesco Malaysia	Malaysia
91	Declaring War On Norway	Barnes, Catmur & Friends Dentsu	Meridian Energy	New Zealand
Positive Change Social Good – Brands				
92	For the real engine of the truck	Ogilvy India	Castrol India	India
93	Kupu	Colenso BBDO	Spark New Zealand	New Zealand
94	Making Vitamin D part of timetable	McCann Worldgroup India	Kwality	India
95	Sindoor Khela - No Conditions	FCB India Group	The Times of India	India
96	Vodafone Sakhi	Ogilvy India	Vodafone Idea	India
Positive Change Social Good – Non-Profit				
97	Blink to Speak	TBWA India	NeuroGen Brain and Spine Institute	India

98	Don't Die Wondering	The Monkeys	FCAI	Australia
99	Invisible Friends	whiteGREY Melbourne	Missing Persons Advocacy Network	Australia
100	The Bridal Uniform	BBDO Pakistan	UN Women Pakistan	Pakistan
<b>Seasonal Marketing</b>				
101	Head vs Heart	Clemenger BBDO	Tabcorp	Australia
102	How one word changed EOFYTHING	AJF Partnership	Officeworks	Australia
103	KFC Buckethead Army	Ogilvy Sydney	KFC Australia	Australia
104	Ramzan - Ek Neki Rozana	Unilever	Unilever	India
105	Sindoor Khela - No Conditions	FCB India Group	The Times of India	India
106	Snickers Hunger-Free Airlines	BBDO China	Mars China	China
<b>Shopper &amp; e-Commerce Marketing</b>				
107	Break in Case of Little Emergencies	McCann Worldgroup Philippines	Nestlé Philippines	Philippines
108	Everyone is an amazing book	MRM//McCann Shanghai	Amazon	China
<b>Small Budget - Products</b>				
109	Break in Case of Little Emergencies	McCann Worldgroup Philippines	Nestlé Philippines	Philippines
110	Oyster Kanji Dictation	I&S BBDO / Koo-ki	Hiroshima prefecture	Japan
111	Washable Book	McCann Health	Angfa	Japan
<b>Small Budget - Services</b>				
112	For every bachelor and bachelorette	Leo Burnett Melbourne	Australian Marriage Equality	Australia
113	Inconvenience Stores	CHE Proximity	Swann Insurance	Australia
114	The Face of Change	Barnes, Catmur & Friends Dentsu	Movember	New Zealand
<b>Social Media Marketing</b>				
115	52 Mayors of Danzhai	Ogilvy Beijing	Dalian Wanda Group	China
116	Everyone is an amazing book	MRM//McCann Shanghai	Amazon	China
117	Hair Talk	J. Walter Thompson Bangkok	Unilever Asia	Thailand
118	Invisible Friends	whiteGREY Melbourne	Missing Persons Advocacy Network	Australia
119	Probably the Smoothest Campaign	McCann Worldgroup Hong Kong / Initiative Hong Kong	Carlsberg Hong Kong	Hong Kong
<b>Sponsorship / Events &amp; Engaged Community</b>				
120	FANtastic Breaks	Ogilvy India	Vodafone Idea	India
121	Stay Brilliant Marriott HK Rugby 7s	Ogilvy Hong Kong	Marriott International	Hong Kong
122	What's Your MCA?	Ogilvy Sydney	MCA Australia	Australia
<b>Sustained Success</b>				
123	104-Be A Giver	Shape Advertising	104 Job Bank	Taiwan
124	22 Years Of Sustained Success	Barnes, Catmur & Friends Dentsu	Subaru of New Zealand	New Zealand
125	Dirty is Good - Ongoing	Unilever	Unilever	India

126	How Unity Returned Lamb To Growth	The Monkeys	Meat & Livestock Australia	Australia
127	Lotto: Imagine	DDB New Zealand	New Zealand Lotteries	New Zealand
128	Savlon Swasth India Mission	Ogilvy India	ITC	India
<b>Youth Marketing</b>				
129	Coca-Cola Faces of the City	McCann Worldgroup China	The Coca-Cola Company	China
130	Making the backpack, a swagpack	Mccann Worldgroup India	Samsonite South Asia	India
131	The Face of Change	Barnes, Catmur & Friends Dentsu	Movember	New Zealand