



APAC Effie Awards 2019 - Winners (Results by Award)

2019 **effie**
awards
asia pacific

	Brand of the Year	Marketer of the Year	Independent Agency of the Year	Agency of the Year	Agency Network of the Year
Winner	Vodafone India Danzhai Wanda Village	Insurance Australia Group	KOO-KI	Ogilvy India	Ogilvy
2nd Place	-	Vodafone Idea Wanda Group Nestlé	The Womb Communications	DDB New Zealand	BBDO Worldwide
3rd Place	Swann Insurance	-	BMF Scoundrel The Sweet Shop	Ogilvy Beijing Barnes, Catmur & Friends Dentsu	McCann Worldgroup

Entry Title	Category	Client	Lead Agencies	Contributing Agencies	Country
GRAND EFFIE					
Vodafone Sakhi	IT/Telco	Vodafone Idea	Ogilvy India	-	India
GOLD					
"Unforgettable Bag"	Positive Change Environmental – Brands	Tesco Malaysia	Grey Worldwide Malaysia	-	Malaysia
Sindoor Khela - No Conditions	Positive Change Social Good – Brands	The Times Of India	FCB India Group	-	India

For the Real Engine of the Truck	Automotive	Castrol India	Ogilvy India	-	India
Three Minutes	Consumer Electronics and Durables	Apple China	TBWA\Media Arts Lab Shanghai	OMD China	China
Inconvenience Stores	Financial Products & Services	Swann Insurance	CHE Proximity	-	Australia
Oyster Kanji Dictation	Food	Hiroshima Prefecture	I&S BBDO / KOO-KI	-	Japan
Re:scam	IT /Telco	Netsafe	DDB New Zealand	Mango	New Zealand
Vodafone Sakhi	IT/Telco	Vodafone Idea	Ogilvy India	-	India
Re:scam	Brand Experience - Services	Netsafe	DDB New Zealand	Mango	New Zealand
IBM Live Leads	Business-to-Business	IBM	Ogilvy Singapore	-	Singapore
52 Mayors of Danzhai	Influencer	Dalian Wanda Group	Ogilvy Beijing	-	China
Break in Case of Little Emergencies	Shopper & e-Commerce Marketing	Nestlé Philippines	McCann Worldgroup Philippines	-	Philippines
Oyster Kanji Dictation	Small Budget-Products	Hiroshima Prefecture	I&S BBDO / KOO-KI	-	Japan
The Face of Change	Small Budget-Services	Movember Foundation	Barnes, Catmur & Friends Dentsu	MKTG Amnet Dentsu Aegis Carat	New Zealand

Inconvenience Stores	Small Budget-Services	Swann Insurance	CHE Proximity	-	Australia
52 Mayors of Danzhai	Social Media Marketing	Dalian Wanda Group	Ogilvy Beijing	-	China
Savlon Swasth India Mission	Sustained Success	ITC	Ogilvy India	-	India
Coca-Cola Faces of the City	Youth Marketing	The Coca-Cola Company	McCann Worldgroup China	-	China
SILVER					
Vodafone Sakhi	Positive Change Social Good - Brands	Vodafone Idea	Ogilvy India	-	India
The Bridal Uniform	Positive Change Social Good - Non-Profit	UN Women Pakistan Ali Xeeshan Theater Studio	BBDO Pakistan	Mint PR	Pakistan
The Great Foodie Debate	Beverages Non-Alcohol	PepsiCo	BBDO Pakistan	-	Pakistan
How Purpose Led Purchase	Food	Mondelez India Foods	Ogilvy India	-	India
Unleashing the Golden® Crumpet	Food	George Weston Foods	BMF	-	Australia
Why Gamble with Your Holiday?	Government / Institutional	Singapore Tourism Board (STB)	TBWA\Singapore	Zenith Singapore	Singapore
The Long Awaited First Touch	Household/ Home Products & Services	Procter & Gamble	Saatchi & Saatchi	-	China
Lotto: Imagine	Media, Entertainment & Leisure	New Zealand Lotteries	DDB New Zealand	The Sweet Shop Scoundrel	New Zealand
Everyone Is An Amazing Book	Retail	Amazon	MRM//McCann Shanghai	-	China
52 Mayors of Danzhai	Asia Pacific Brands	Dalian Wanda Group	Ogilvy Beijing	-	China

Coca-Cola Faces of the City	Brand Experience - Products	The Coca-Cola Company	McCann Worldgroup China	-	China
Inconvenience Stores	Brand Experience - Services	Swann Insurance	CHE Proximity	-	Australia
Hair Talk	Branded Content	Unilever Asia	J.Walter Thompson Bangkok	-	Thailand
The Beauty of Temperature	Branded Content	Thermos	McCann Tokyo	-	Japan
Mother's Love Express	Branded Utility	Nestlé Taiwan	Ogilvy Taiwan	-	Taiwan
Re:scam	Data Driven	Netsafe	DDB New Zealand	Mango	New Zealand
Digital Goliaths. Physical David!	David vs Goliath	Saregama India	The Womb Communications	-	India
How One Word EOFYTHING	Seasonal Marketing	Officeworks	AJF Partnership	Haystac AKQA Columbus Initiative	Australia
Everyone Is An Amazing Book	Shopper & e-Commerce Marketing	Amazon	MRM//McCann Shanghai	-	China
Break in Case of Little Emergencies	Small Budget-Products	Nestlé Philippines	McCann Worldgroup Philippines	-	Philippines
Everyone Is An Amazing Book	Social Media Marketing	Amazon	MRM//McCann Shanghai	-	China
How Unity Returned Lamb To Growth	Sustained Success	Meat & Livestock Australia	The Monkeys	-	Australia
Lotto: Imagine	Sustained Success	New Zealand Lotteries	DDB New Zealand	The Sweet Shop Scoundrel	New Zealand
BRONZE					
Declaring War On Norway	Positive Change Environmental – Brands	Meridian Energy	Barnes, Catmur & Friends Dentsu	OMD New Zealand	New Zealand

For the Real Engine of the Truck	Positive Change Social Good – Brands	Castrol India	Ogilvy India	-	India
Kupu	Positive Change Social Good – Brands	Spark New Zealand	Colenso BBDO	-	New Zealand
Don't Die Wondering	Positive Change Social Good – Non-Profit	FCAI	The Monkeys	The Media Store Accenture Interactive	Australia
The Big Question	Beverages – Alcohol	Beam Suntory	The Monkeys	-	Australia
MILO Powder - Back in the Game	Beverages Non-Alcohol	Nestlé MILO Vietnam	Ogilvy Vietnam	-	Vietnam
Coca-Cola Faces of the City	Beverages Non-Alcohol	The Coca-Cola Company	McCann Worldgroup China	-	China
Bodybuilder	Beauty & Wellness	Unilever	Ogilvy Singapore	-	Singapore
How Tower Simplified Insurance	Financial Products & Services	Tower Insurance	Barnes, Catmur & Friends Dentsu	iProspect	New Zealand
The Algorithm Agent	Financial Products & Services	Standard Chartered Bank	TBWA\Hong Kong	-	Hong Kong
NRMA Insurance: Help is Who We Are	Financial Products & Services	Insurance Australia Group	The Monkeys	-	Australia
The Face of Change	Government / Institutional	Movember Foundation	Barnes, Catmur & Friends Dentsu	MKTG Amnet Dentsu Aegis Carat	New Zealand
TOUCH	Healthcare	Johnson & Johnson Indonesia	BBDO Indonesia	DDB Tribal UM Indonesia Golin Indonesia	Indonesia
Vicks Touch of Care	Healthcare	Procter & Gamble, VICKS	Publicis Singapore	-	Singapore

Stand by Tough Moms	Household/Home Products & Services	SC Johnson	BBDO India / BBDO Energy	-	India
Little Can Be Huge	IT / Telco	Spark New Zealand	Colenso BBDO	-	New Zealand
KFC Buckethead Army	Restaurants	KFC Australia	Ogilvy Sydney	-	Australia
"Unforgettable Bag"	Retail	Tesco Malaysia	Grey Worldwide	-	Malaysia
How One Word Changed EOFYTHING	Retail	Officeworks	AJF Partnership	Haystac AKQA Columbus Initiative	Australia
52 Mayors of Danzhai	Travel / Tourism	Dalian Wanda Group	Ogilvy Beijing	-	China
Declaring War On Norway	Other Products & Services	Meridian Energy	Barnes, Catmur & Friends Dentsu	OMD New Zealand	New Zealand
Inconvenience Stores	Branded Content	Swann Insurance	CHE Proximity	-	Australia
Vodafone Sakhi	Branded Utility	Vodafone Idea	Ogilvy India	-	India
Fertile Farming Life	Business-to-Business	Hydro Thai	McCann Worldgroup Thailand	-	Thailand
The Other Sanders	Corporate Reputation	QSR Stores	Reprise	-	Malaysia
The Algorithm Agent	Data Driven	Standard Chartered Bank	TBWA\Hong Kong	-	Hong Kong
Using Data to Set Bike Riders Free	Data Driven	Google	Toaster	-	Singapore
A Dream Fulfilled	Influencer	Digi Telecommunications	Naga DDB / MindshareWorld Malaysia	Mojo Films PersonEdge Geometry Global Reprise Digital	Malaysia
Making the Backpack, A Swagpack	Influencer	Samsonite South Asia	Mccann Worldgroup India	-	India

Oyster Kanji Dictation	Media Content Partnership	Hiroshima Prefecture	I&S BBDO / KOO-KI	-	Japan
SelfieSTIX	Media Innovation	Mars New Zealand	Colenso BBDO	-	New Zealand
Snickers Hunger-Free Airlines	Seasonal Marketing	Mars China	BBDO China	-	China
Head vs Heart	Seasonal Marketing	Tabcorp	Clemenger BBDO	-	Australia
For Every Bachelor and Bachelorette	Small Budget-Services	Australian Marriage Equality	Leo Burnett Melbourne	AIRBAG Productions	Australia
FANtastic Breaks	Sponsorship/ Events and Engaged Communities	Vodafone Idea	Ogilvy India	-	India
Dirt is Good - Ongoing	Sustained Success	Unilever	Unilever	Edelman India Jack in The Box	India
Making the Backpack, A Swagpack	Youth Marketing	Samsonite South Asia	McCann Worldgroup India	-	India