



APAC Effie Awards 2014 – Finalists

No.	Entry Title	Agency	Client	Country
Automotive				
1	Aqua Social Fes!!	Dentsu Tokyo	Toyota Marketing Japan	Japan
2	Excelle Life	Lowe China	Shanghai General Motors	China
3	Go Young! Go SUV!	Lowe China	Shanghai General Motors	China
4	I bought a Jeep	CumminsRoss Melbourne	Fiat Chrysler Group Australia	Australia
5	Mercedes-Benz B-Class After Dark Campaign	Ogilvy Beijing	Beijing Mercedes-Benz	China
6	Parking Darts	TBWA Hakuhodo Tokyo	Nissan	Japan
Beauty & Wellness				
7	Reflection: If Looks Can Kill	JWT Bangkok	O.P. Natural Product	Thailand
Beverages – Alcohol				
8	Absolut Unique	Ogilvy & Mather New Zealand	Pernod Ricard New Zealand	New Zealand
9	Mom's Catered Banquet Dish	McCann Worldgroup Taiwan	Taiwan Beer	Taiwan
10	Nodogoshi Dreams	Dentsu Tokyo	KIRIN Brewery Company	Japan
11	Vat Man	BBH Communications India	Diageo India	India
12	Why Import Craft Beer When You Can Import Craft Brewers?	Barnes, Catmur & Friends Auckland	Boundary Road Brewery	New Zealand
Beverages Non-Alcohol				
13	Good Life Club	PHD India	Hindustan Unilever	India
14	How Coca-Cola Won the Battle for Indian Teens	McCann Worldgroup New Delhi	Coca-Cola India	India
15	Made for Cricket	Walter Lahore	PepsiCo International	Pakistan



16	Milo Cans Twisted Football	Ogilvy Malaysia	Nestle Products	Malaysia
17	Pepsico Bring Happiness Home	BBDO China	Pepsico China	China
18	Tang - Cherishing Individuality	Ogilvy & Mather Bangladesh	Mondelez International	Bangladesh
Food				
19	Apology Press Conference Grand Prix	I&S BBDO Tokyo	Mars Japan	Japan
20	Dive Into Love 2013	PHD Shanghai	Unilever	China
21	Kit Kat Zizan	JWT Kuala Lumpur	Nestle Malaysia	Malaysia
22	Say It With Chocolate	Geometry Global Kuala Lumpur	Mondelez Malaysia	Malaysia
Financial Products & Services				
23	Expect the Even More Unexpected	DDB Group Singapore / Havas Media Singapore	DBS Bank	Singapore
Government / Institutional				
24	100 Day Challenge	McCann Melbourne	Victorian Responsible Gambling Foundation	Australia
25	Increasing the diversity of NZ Police	M&C Saatchi Auckland	New Zealand Police	New Zealand
26	Overcoming 'It won't happen to me'.	JWT Sydney / The Campaign Palace	NSW Rural Fire Service	Australia
27	SUTD Women's Campaign	Goodfellas Singapore	Singapore University of Technology and Design	Singapore
Household Supplies & Services				
28	Scent Mix Recipe 12	Grey Tokyo	P&G	Japan
29	The Soil Restaurant	TBWA Hakuhodo Tokyo	Protoleaf	Japan
30	The Truth Lies Behind	I&S BBDO Tokyo	Shabondama Soap	Japan
IT /Telco				
31	Creating Street Art Through the Web	BBH Asia Pacific	Google	Singapore
32	Doug Pitt and Virgin Mobile: Smashing Giants	Havas Worldwide Australia / One Green Bean	Virgin Mobile Australia	Australia
33	Idea Honey Bunny	Lowe Lintas and Partners Mumbai	Idea Cellular	India
Media, Entertainment & Leisure				



34	Facebook Powered Slot Cars	GPY&R Brisbane	V8 Supercars	Australia
35	NetEase News-The Attitude Is On You	Proximity Shanghai	NetEase	China
Restaurants				
36	Meet Share Love	DDB Group Singapore	McDonald's Restaurant	Singapore
37	Pasta Hut	JWT Singapore	Pizza Hut	Singapore
38	Shaking up the Category and Winning	Clemenger BBDO Sydney	Hungry Jack's	Australia
Retail				
39	Hell's Most Fiendish Invention Yet: Pizza Roulette	Barnes, Catmur & Friends Auckland	Hell Pizza	New Zealand
40	How OPSM and Our Ocean Lifeguards Rescued Australian's Eyes from the Sun.	Saatchi & Saatchi Sydney	Luxottica	Australia
41	Making DIY Easy As	DraftFCB New Zealand	Mitre 10 NZ	New Zealand
42	Marionettebot	TBWA Hakuhodo Tokyo	United Arrows	Japan
Travel / Tourism				
43	Christchurch Reimagined: How BIG Thinking Got Aussies Back to Christchurch	Iris Sydney	Christchurch & Canterbury Tourism	Australia
44	Driving Action Through One of the Most Powerful Emotions - Guilt	Ogilvy & Mather Taipei	Taiwan High Speed Rail Corporation	Taiwan
45	Dumb Ways to Die	McCann Melbourne	Metro Trains	Australia
46	It's More Fun In The Philippines	BBDO Guerrero Makati	Philippine Department of Tourism	Philippines
Other Products & Services				
47	Car Creation	Whybin\TBWA Sydney	Insurance Australia Group	Australia
48	Killer Jeans: Making an Environmental Cause Fashionable to the Indian Youth	Grey Worldwide India	Kewal Kiran Clothing	India
49	Smoking Kid - A Personal Message to the Smokers	Ogilvy & Mather Advertising Thailand	Thai Health Promotion Foundation	Thailand



50	Unilever Fun Fair	Riverorchid Cambodia	Unilever Cambodia	Cambodia
Asia Pacific Brands				
51	Be Good With Money	Colenso BBDO / Proximity New Zealand	Bank of New Zealand	New Zealand
52	Car Creation	Whybin\TBWA Sydney	Insurance Australia Group	Australia
53	Feel Tip Top	Colenso BBDO / Proximity New Zealand	Fonterra Brands	New Zealand
54	The Smart Phone Line	Colenso BBDO / Proximity New Zealand	Samsung Electronics	New Zealand
55	Work Til You Die	Colenso BBDO / Proximity New Zealand	Bank of New Zealand	New Zealand
Brand Experience				
56	Car Creation	Whybin\TBWA Sydney	Insurance Australia Group	Australia
57	Feel Tip Top	Colenso BBDO / Proximity New Zealand	Fonterra Brands	New Zealand
58	Gillette Shave Sexy	BBDO China	P&G China	China
59	Idea Honey Bunny	Low Lintas and Partners Mumbai	Idea Cellular	India
60	NetEase News-The Attitude Is On You	Proximity Shanghai	NetEase	China
61	Say It With Chocolate	Geometry Global Kuala Lumpur	Mondelez Malaysia	Malaysia
Brand Revitalisation				
62	Car Creation	Whybin\TBWA Sydney	Insurance Australia Group	Australia
63	Making Low Prices Irresistible	Belgiovane Williams Mackay Sydney	Kmart	Australia
David vs Goliath				
64	Getting John West to Change its Tuna	Saatchi & Saatchi Sydney	Greenpeace	Australia
65	Doug Pitt and Virgin Mobile: Smashing Giants	Havas Worldwide Australia / One Green Bean	Virgin Mobile Australia	Australia
66	Shaking Up the Category and Winning	Clemenger BBDO Sydney	Hungry Jack's	Australia



67	The Good Guys	Lowe Lintas and Partners Mumbai	ICICI Prudential Life Insurance Company	India
GoodWorks - Brand				
68	Help A Child Reach 5	Lowe Lintas + Partners Mumbai	Unilever	India
69	Killer Jeans: Making an Environmental Cause Fashionable to the Indian Youth	Grey Worldwide India	Kewal Kiran Clothing	India
70	Women for Women	McCann Worldgroup Mumbai	Johnson & Johnson	India
GoodWorks - Non Profit				
71	Getting John West to Change its Tuna	Saatchi & Saatchi Sydney	Greenpeace	Australia
72	Let's Talk Ability	TBWA\Singapore	Centre For Enabled Living	Singapore
73	Old Parts For New	Ogilvy & Mather Advertising HK	ORBIS	Hong Kong
74	Smoking Kid - A Personal Message to the Smokers	Ogilvy & Mather Advertising Thailand	Thai Health Promotion Foundation	Thailand
75	The World's First Petition-Signing Robot. Driving the Australian Government to Action.	Havas Worldwide Australia / Red Agency Sydney	Save Our Sons	Australia
76	Trial by Timeline	Colenso BBDO / Proximity New Zealand	Amnesty International	New Zealand
Media Innovation				
77	100% Natural. Seeded.	Lowe Lintas and Partners Mumbai	Hindustan Unilever	India
78	Beyond The Wall	Colenso BBDO / Proximity New Zealand	Frucor Beverages	New Zealand
79	Idea Honey Bunny	Lowe Lintas and Partners Mumbai	Idea Cellular	India
80	Say It With Chocolate	Geometry Global Kuala Lumpur	Mondelez Malaysia	Malaysia
81	Shaking Up the Category and Winning	Clemenger BBDO Sydney	Hungry Jack's	Australia
82	Trial by Timeline	Colenso BBDO / Proximity New Zealand	Amnesty International	New Zealand



New Product or Service				
83	The smallest café in the world	Cheil Worldwide Seoul	Dongsuh Food	South Korea
84	Work Til You Die	Colenso BBDO / Proximity New Zealand	Bank of New Zealand	New Zealand
Small Budget				
85	Dumb Ways to Die	McCann Melbourne	Metro Trains	Australia
86	Gillette Shave Sexy	BBDO China	P&G China	China
87	Shaking Up the Category and Winning	Clemenger BBDO Sydney	Hungry Jack's	Australia
88	Shoe Dating	Geometry Global Malaysia	Heart and Sole	Malaysia
89	Trial by Timeline	Colenso BBDO / Proximity New Zealand	Amnesty International	New Zealand
Sustained Success				
90	Dip. Dab. Drop.	Lowe Singapore	Unilever	Singapore
91	Effectively Killing Hungrythirsty Dead	The Monkeys	Parmalat	Australia
92	Extra Flavors of Life – The Favorite Campaign of a Generation in China	BBDO Guangzhou	Wrigley Confectionery China	China
93	I Quit - From Anti-Smoking to Pro-Quitting	Ogilvy & Mather Singapore	Health Promotion Board Singapore	Singapore
94	Kit Kat - Sweetness for Adults	JWT Japan	Nestle Japan	Japan
95	The Journal: Three Years of Changing Behaviour & Saving Lives	DraftFCB New Zealand	Health Promotion Agency	New Zealand
Multi Market - Products				
96	How Snickers Got on its Game in Asia	BBDO Hong Kong	Mars Foods	China

Updated: 25 March 2014