

APAC Effie Awards 2014 - Finalists

No.	Entry Title	Agency	Client	Country		
Autor	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		
Beau	ty & Wellness		T	ı		
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
10	Pepsico Bring Happiness	Ogiivy ividiaysia	Nesile Froducis	ividiaysia
17	Home	BBDO China	Pepsico China	China
	Tang - Cherishing	Ogilvy & Mather	Mondelez	
18	Individuality	Bangladesh	International	Bangladesh
Food	,			
	Apology Press Conference			
19	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
	NI NGI ZIZGIT	·	1405ile ividiaysia	Ividiaysia
22	Say It With Chocolate	Geometry Global Kuala Lumpur	 Mondelez Malaysia	Malaysia
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Finan	cial Products & Services	DDD Croup		
	Expect the Even More	DDB Group Singapore / Havas		
23	Unexpected	Media Singapore	DBS Bank	Singapore
0	·	, ,		
Gove	rnment / Institutional			
0.4	100 Day Challanana	McCann	Victorian Responsible	Aakuadi a
24	100 Day Challenge	Melbourne	Gambling Foundation	Australia
0.5	Increasing the diversity of	M&C Saatchi		New
25	NZ Police	Auckland	New Zealand Police	Zealand
	Overcoming 'It won't	JWT Sydney / The	NSW Rural Fire	
26	happen to me'.	Campaign Palace	Service	Australia
		Goodfellas	Singapore University of Technology and	
27	SUTD Women's Campaign	Singapore	Design	Singapore
	-			
	ehold Supplies & Services			
28	Scent Mix Recipe 12	Grey Tokyo	P&G	Japan
29	The Soil Restaurant	TBWA Hakuhodo Tokyo	Protoleaf	Japan
30		,		
IT /Te	The Truth Lies Behind	I&S BBDO Tokyo	Shabondama Soap	Japan
11 / 10				
21	Creating Street Art Through	DDL Asia Dasifia	Cooglo	Singgrand
31	the Web	BBH Asia Pacific	Google	Singapore
		Havas Worldwide		
20	Doug Pitt and Virgin Mobile:	Australia / One	Virgin Mobile	A. Johnoullie
32	Smashing Giants	Green Bean	Australia	Australia
	Idea II.	Lowe Lintas and		Longe
33	Idea Honey Bunny	Partners Mumbai	Idea Cellular	India
Media, Entertainment & Leisure				



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34	Cars	GPY&R Brisbane	V8 Supercars	Australia	
35	NetEase News-The Attitude Is On You	Proximity Shanghai	 NetEase	China	
	urants	, , , , , , , , , , , , , , , , , , , ,			
Nesia					
0.4		DDB Group	McDonald's		
36	Meet Share Love	Singapore	Restaurant	Singapore	
37	Pasta Hut	JWT Singapore	Pizza Hut	Singapore	
	Shaking up the Category	Clemenger BBDO			
38	and Winning	Sydney	Hungry Jack's	Australia	
Retail					
	Hell's Most Fiendish	Parnos Catmur 9		New	
39	Invention Yet: Pizza Roulette	Barnes, Catmur & Friends Auckland	Hell Pizza	Zealand	
37		THEIRIUS AUCKIULIU	TIGILLIZZO	26010110	
	How OPSM and Our Ocean Lifeguards Rescued				
	Australian's Eyes from the	Saatchi & Saatchi			
40	Sun.	Sydney	Luxottica	Australia	
		DraftFCB New		New	
41	Making DIY Easy As	Zealand	Mitre 10 NZ	Zealand	
	Making 211 Eddy 7 to	TBWA Hakuhodo	1711110 10112	20010110	
42	Marionettebot	Tokyo	United Arrows	Japan	
Trave	/ / Tourism				
	Christchurch Reimagined:				
	How BIG Thinking Got				
	Aussies Back to		Christchurch &		
43	Christchurch	Iris Sydney	Canterbury Tourism	Australia	
	Driving Action Through One				
	of the Most Powerful	Ogilvy & Mather	Taiwan High Speed		
44	Emotions - Guilt	Taipei	Rail Corporation	Taiwan	
45	Dumb Ways to Dia	McCann Melbourne	Metro Trains	Australia	
45	Dumb Ways to Die	INGIDOUITE	Philippine	Australia	
	 It's More Fun In The	BBDO Guerrero	Department of		
46	Philippines	Makati	Tourism	Philippines	
Other Products & Services					
011101		Whybin\TBWA	Insurance Australia		
47	Car Creation	Sydney	Group	Australia	
	Killer Jeans: Making an				
	Environmental Cause				
1.0	Fashionable to the Indian	Grey Worldwide			
48	Youth	India	Kewal Kiran Clothing	India	
	Smoking Kid A Borsong!	Ogilvy & Mather	Thai Health Promotion		
49	Smoking Kid - A Personal Message to the Smokers	Advertising Thailand	Foundation	Thailand	
47	I Message to the sittokers			Haliana	



	Hallanda For Fata	Riverorchid	Library and Constant of the	O access les establises	
50	Unilever Fun Fair	Cambodia	Unilever Cambodia	Cambodia	
Asia F	Pacific Brands				
		Colenso BBDO /			
		Proximity New		New	
51	Be Good With Money	Zealand	Bank of New Zealand	Zealand	
	Carr Cua attana	Whybin\TBWA	Insurance Australia	A	
52	Car Creation	Sydney	Group	Australia	
		Colenso BBDO /		New	
53	Feel Tip Top	Proximity New Zealand	Fonterra Brands	Zealand	
33		Colenso BBDO /	Tornella biarias	Zedidi id	
		Proximity New		New	
54	The Smart Phone Line	Zealand	Samsung Electronics	Zealand	
	THE CHICKLE LINE	Colenso BBDO /	Carridang Electronics	Zodiaria	
		Proximity New		New	
55	Work Til You Die	Zealand	Bank of New Zealand	Zealand	
Branc	Experience				
		Whybin\TBWA	Insurance Australia		
56	Car Creation	Sydney	Group	Australia	
		Colenso BBDO /			
	Facilities Taxa	Proximity New	Carata was Duana ala	New	
57	Feel Tip Top	Zealand	Fonterra Brands	Zealand	
58	Gillette Shave Sexy	BBDO China	P&G China	China	
		Lowe Lintas and			
59	Idea Honey Bunny	Partners Mumbai	Idea Cellular	India	
	NetEase News-The Attitude				
60	Is On You	Proximity Shanghai	NetEase	China	
61	Say It With Chocolate	Geometry Global Kuala Lumpur	 Mondelez Malaysia	Malaysia	
	3dy II WIII1 Chocolare	Radia Lampai	Mondelez Malaysia	ivididysid	
Brand Revitalisation					
		Whybin\TBWA	Insurance Australia		
62	Car Creation	Sydney	Group	Australia	
	Making Low Prices	Belgiovane Williams			
63	Irresistible	Mackay Sydney	Kmart	Australia	
David vs Goliath					
		Caatabi % Caatabi			
64	Getting John West to Change its Tuna	Saatchi & Saatchi Sydney	Greenpeace	Australia	
04	Change is fulla	oyuney	Oreenbeace	Australia	
		Havas Worldwide			
	Doug Pitt and Virgin Mobile:	Australia / One	Virgin Mobile		
65	Smashing Giants	Green Bean	Australia	Australia	
	Shaking Up the Category	Clemenger BBDO			
66	and Winning	Sydney	Hungry Jack's	Australia	
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		Law on Parkey and	IOIOI Danada adi ad Life		
67	The Good Guys	Lowe Lintas and Partners Mumbai	ICICI Prudential Life	India	
	,	Parmers Mumbar	Insurance Company	India	
Good	dWorks - Brand				
		Lowe Lintas +			
68	Help A Child Reach 5	Partners Mumbai	Unilever	India	
	Killer Jeans: Making an				
	Environmental Cause	Cua. Mandah dala			
69	Fashionable to the Indian Youth	Grey Worldwide	Kewal Kiran Clothing	India	
09	TOUIT	McCann	Rewarking Cioning	IIIdid	
		Worldgroup			
70	Women for Women	Mumbai	Johnson & Johnson	India	
			<u> </u>		
Good	dWorks – Non Profit	T	T T		
	Getting John West to	Saatchi & Saatchi			
71	Change its Tuna	Sydney	Greenpeace	Australia	
			Centre For Enabled		
72	Let's Talk Ability	TBWA\Singapore	Living	Singapore	
		Ogilvy & Mather			
73	Old Parts For New	Advertising HK	ORBIS	Hong Kong	
		Ogilvy & Mather	Thai Health		
7.4	Smoking Kid - A Personal	Advertising	Promotion	The self-second	
74	Message to the Smokers	Thailand	Foundation	Thailand	
	The World's First Petition-				
	Signing Robot. Driving the	Havas Worldwide			
75	Australian Government to Action.	Australia / Red Agency Sydney	Save Our Sons	Australia	
— / 5	ACION.	Colenso BBDO/	34VC 04I 30I I3	Additalia	
		Proximity New	Amnesty	New	
76	Trial by Timeline	Zealand	International	Zealand	
Medic	a Innovation I				
	1000/ Nedersol 2	Lowe Lintas and	LPs short on D. 9	La all as	
77	100% Natural. Seeded.	Partners Mumbai Colenso BBDO /	Hindustan Unilever	India	
		Proximity New		New	
78	Beyond The Wall	Zealand	Frucor Beverages	Zealand	
	,	Lowe Lintas and	<u> </u>		
79	Idea Honey Bunny	Partners Mumbai	Idea Cellular	India	
	13.53 Horie, Barniy		13.04 Collaidi		
80	Say It With Chocolate	Geometry Global Kuala Lumpur	Mondelez Malaysia	Malaysia	
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0.1	Shaking Up the Category	Clemenger BBDO		A control!	
81	and Winning	Sydney Colenso BBDO /	Hungry Jack's	Australia	
		Proximity New	Amnesty	New	
82	Trial by Timeline	Zealand	International	Zealand	
			1		



New Product or Service				
14000	The smallest café in the	Cheil Worldwide		
83	world	Seoul	Dongsuh Food	South Korea
84	Work Til You Die	Colenso BBDO / Proximity New Zealand	Bank of New Zealand	New Zealand
Small	l 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
Susta	ined 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

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