



## APAC Effie Awards 2014 - Winners (Results by Award)

Agency Network of the Year: BBDO Worldwide

Agency of the Year: Colenso BBDO / Proximity New Zealand

Entry Title	Category	Client	Agency	Country
<b>Gold</b>				
Apology Press Conference Grand Prix	Food	Mars Japan	I&S BBDO Tokyo	Japan
Hell's Most Fiendish Invention Yet: Pizza Roulette	Retail	Hell Pizza	Barnes, Catmur & Friends Auckland	New Zealand
Car Creation	Brand Experience	Insurance Australia Group	Whybin\TBWA Sydney	Australia
Car Creation	Brand Revitalisation	Insurance Australia Group	Whybin\TBWA Sydney	Australia
Getting John West to Change its Tuna	David vs Goliath	Greenpeace	Saatchi & Saatchi Sydney	Australia
Help A Child Reach 5	Goodworks - Brand	Unilever	Lowé Lintas + Partners Mumbai	India
Smoking Kid - A Personal Message to the Smokers	Goodworks - Non Profit	Thai Health Promotion Foundation	Ogilvy & Mather Advertising Thailand	Thailand
100% Natural. Seeded.	Media Innovation	Hindustan Unilever	Lowé Lintas & Partners Mumbai	India
The Smallest Café in the World	New Product or Service	Dongsuh Food	Cheil Worldwide Seoul	South Korea
Dumb Ways to Die	Small Budget	Metro Trains	McCann Melbourne	Australia
Dip. Dab. Drop.	Sustained Success	Unilever	Lowé Singapore	Singapore
How Snickers Got on its Game in Asia	Multi Market - Products	Mars Foods	BBDO Hong Kong	Hong Kong



Silver				
Mercedes-Benz B-Class After Dark Campaign	Automotive	Beijing Mercedes-Benz	Ogilvy Beijing	China
Reflection: If Looks Can Kill	Beauty & Wellness	O.P. Natural Product	JWT Bangkok	Thailand
How Coca-Cola Won the Battle for Indian Teens	Beverages Non-Alcohol	Coca-Cola India	McCann Worldgroup New Delhi	India
Made for Cricket	Beverages Non-Alcohol	PepsiCo International	Walter Lahore	Pakistan
Pepsico Bring Happiness Home	Beverages Non-Alcohol	Pepsico China	BBDO China	China
Say It With Chocolate	Food	Mondelez Malaysia	Geometry Global Kuala Lumpur	Malaysia
Expect the Even More Unexpected	Financial Products & Services	DBS Bank	DDB Group Singapore / Havas Media Singapore	Singapore
Overcoming 'It won't happen to me'.	Governmental / Institutional	NSW Rural Fire Service	JWT Sydney / The Campaign Palace	Australia
Doug Pitt and Virgin Mobile: Smashing Giants	IT / Telco	Virgin Mobile Australia	Havas Worldwide Australia / One Green Bean	Australia
Idea Honey Bunny	IT / Telco	Idea Cellular	Lowe Lintas and Partners Mumbai	India
NetEase News-The Attitude Is On You	Media, Entertainment & Leisure	NetEase	Proximity Shanghai	China
Shaking up the Category and Winning	Restaurants	Hungry Jack's	Clemenger BBDO Sydney	Australia
Making DIY Easy As	Retail	Mitre 10 (NZ)	DrafftFCB New Zealand	New Zealand
Dumb Ways to Die	Travel / Tourism	Metro Trains	McCann Melbourne	Australia
Car Creation	Other Products & Services	Insurance Australia Group	Whybin\TBWA Sydney	Australia
Smoking Kid - A Personal Message to the Smokers	Other Products & Services	Thai Health Promotion Foundation	Ogilvy & Mather Advertising Thailand	Thailand
Car Creation	Asia Pacific Brands	Insurance Australia Group	Whybin\TBWA Sydney	Australia
Say It With Chocolate	Brand Experience	Mondelez Malaysia	Geometry Global Kuala Lumpur	Malaysia



Making Low Prices Irresistible	Brand Revitalisation	Kmart	Belgiovane Williams Mackay Melbourne	Australia
Shaking Up the Category and Winning	David vs Goliath	Hungry Jack's	Clemenger BBDO Sydney	Australia
Killer Jeans: Making an Environmental Cause Fashionable to the Indian Youth	Goodworks - Brand	Kewal Kiran Clothing	Grey Worldwide India	India
Old Parts for New	Goodworks - Non Profit	ORBIS	Ogilvy & Mather Advertising HK	Hong Kong
Shaking Up the Category and Winning	Media Innovation	Hungry Jack's	Clemenger BBDO Sydney	Australia
Work Til You Die	New Product or Service	Bank of New Zealand	Colenso BBDO/ Proximity New Zealand	New Zealand
Trial by Timeline	Small Budget	Amnesty International	Colenso BBDO/ Proximity New Zealand	New Zealand
Effectively Killing Hungrythirsty Dead	Sustained Success	Parmalat	The Monkeys	Australia
<b>Bronze</b>				
Excelle Life	Automotive	Shanghai General Motors	Lowé China	China
I Bought a Jeep	Automotive	Fiat Chrysler Group Australia	CumminsRoss Melbourne	Australia
Why Import Craft Beer When You Can Import Craft Brewers?	Beverages - Alcohol	Boundary Road Brewery	Barnes, Catmur & Friends Auckland	New Zealand
Tang - Cherishing Individuality	Beverages Non-Alcohol	Mondelez International	Ogilvy & Mather Bangladesh	Bangladesh
Increasing the Diversity of NZ Police	Governmental / Institutional	New Zealand Police	M&C Saatchi Auckland	New Zealand
The Truth Lies Behind	Household Supplies & Services	Shabondama Soap	I&S BBDO Tokyo / BBDO J West	Japan
Facebook Powered Slot Cars	Media, Entertainment & Leisure	V8 Supercars	GPY&R Brisbane	Australia
Pasta Hut	Restaurants	Pizza Hut	JWT Singapore	Singapore
Christchurch Reimagined: How BIG thinking got Aussies back to Christchurch	Travel / Tourism	Christchurch & Canterbury Tourism	Iris Sydney	Australia
Feel Tip Top	Asia Pacific Brands	Fonterra Brands	Colenso BBDO/ Proximity New Zealand	New Zealand



NetEase News-The Attitude Is On You	Brand Experience	NetEase	Proximity Shanghai	China
Doug Pitt and Virgin Mobile: Smashing Giants	David vs Goliath	Virgin Mobile Australia	Havas Worldwide Australia / One Green Bean	Australia
Getting John West to Change its Tuna	Goodworks - Non Profit	Greenpeace	Saatchi & Saatchi Sydney	Australia
Idea Honey Bunny	Media Innovation	Idea Cellular	Lowé Lintas and Partners Mumbai	India
Beyond The Wall	Media Innovation	Frucon Beverages	Colenso BBDO/ Proximity New Zealand	New Zealand
Gillette Shave Sexy	Small Budget	P&G China	BBDO China	China
Extra Flavors of Life - The Favorite Campaign of a Generation in China	Sustained Success	Wrigley Confectionery China	BBDO Guangzhou	China
I Quit - From Anti-Smoking to Pro-Quitting	Sustained Success	Health Promotion Board Singapore	Ogilvy & Mather Singapore	Singapore