



**APAC Effie Awards 2015 – Winners  
(Results by Award)**

Agency Network of the Year: Ogilvy & Mather

Agency of the Year: Ogilvy & Mather Mumbai

Entry Title	Category	Client	Agency	Country
<b>Grand Effie</b>				
No Child Brides	GoodWorks - Non Profit	Child Survival India	Havas Worldwide	India
<b>Gold</b>				
McDonald's: Surprise Alarm	Multi-Market - Products & Services	McDonald's APMEA	DDB Group Singapore/The Marketing Store	Singapore / Hong Kong
Gillette-Scandal Shave	Beauty & Wellness	P&G	BBDO China	China
The Campaign That Created History	Government / Institutional	Bharatiya Janata Party (BJP)	Soho Square Advertising & Marketing	India
Penny the Pirate	Healthcare	Luxottica	Saatchi & Saatchi	Australia
Giving is the Best Communication	IT /Telco	TrueMove H	Ogilvy & Mather Advertising	Thailand
From 'Dark' to Connectivity	Branded Utility	Unilever India	Low Lintas + Partners	India
Rabbit Billboard	David vs Goliath	Hell Pizza	Barnes, Catmur & Friends	New Zealand
Help A Child Reach 5	GoodWorks - Brand	Unilever	Low + Partners Worldwide	United Kingdom
No Child Brides	GoodWorks - Non Profit	Child Survival India	Havas Worldwide	India
Not A Bug Splat	GoodWorks - Non Profit	Reprieve/FFR	BBDO Pakistan	Pakistan
Rice-code	Media Innovation	Inakadate Village	Hakuhodo	Japan
From 'Dark' to Connectivity	Media Innovation	Unilever India	Low Lintas + Partners	India



How 'cat-call' sparked a debate	Small Budget-Products	MARS Australia	Clemenger BBDO Melbourne	Australia
Message Barter	Small Budget-Services	The Akanksha Foundation	Ogilvy & Mather	India
AAMI's Rhonda and Ketut- A Love Story	Sustained Success	Suncorp	Ogilvy & Mather	Australia
You'll Only Need One	Sustained Success	STIHL	DDB Group NZ	New Zealand
Penny the Pirate	Youth Marketing	Luxottica	Saatchi & Saatchi	Australia
<b>Silver</b>				
Honda Odyssey - Be Our Best Critic	Automotive	Honda Australia	Leo Burnett Melbourne	Australia
Made With Love In	Food	Nutricia	Y&R NZ	New Zealand
Mistakes	Government / Institutional	New Zealand Transport Agency	Clemenger BBDO	New Zealand
Break the Barrier	Healthcare	St John Ambulance Western Australia	The Brand Agency	Australia
Wonder Core	Healthcare	Oak Lawn Marketing	Hakuhodo	Japan
#PledgeToVote	IT /Telco	Google India	Ogilvy & Mather	India
Google Reunion	IT /Telco	Google India	Ogilvy & Mather	India
Rabbit Billboard	Retail	Hell Pizza	Barnes, Catmur & Friends	New Zealand
From 'Dark' to Connectivity	Asia Pacific Brands	Unilever India	Lowé Lintas + Partners	India
Bring Down The King	Brand Experience	SKY Television New Zealand	DDB Group NZ	New Zealand
Kit Kat as a Train Ticket	GoodWorks - Brand	Nestle Japan	JWT	Japan
Message Barter	GoodWorks - Non Profit	The Akanksha Foundation	Ogilvy & Mather	India
Share My Dabba	GoodWorks - Non Profit	HappyLife Welfare Org.	McCann World Group	India
Share For Dogs	Media Innovation	Mars Pedigree	Colenso BBDO	New Zealand



From 'Dark' to Connectivity	New Product or Service	Unilever India	Lowé Lintas + Partners	India
Humanizing Technology in India	Sustained Success	VOLTAS	Soho Square Advertising & Marketing	India
A World without Animals	Small Budget-Services	Paw Justice	DDB Group NZ	New Zealand
Rabbit Billboard	Small Budget-Products	Hell Pizza	Barnes, Catmur & Friends	New Zealand
Drinking, Do It Properly.	Youth Marketing	DrinkWise Australia	Clemenger BBDO Melbourne	Australia
<b>Bronze</b>				
Real Life Never Stops	Multi-Market - Products & Services	AIA Group	TBWA\ Hong Kong	Hong Kong
The Priceless Engine - JT Campaign	Multi-Market - Products & Services	MasterCard	Digital Arts Network	Singapore
Great Just became Interesting	Automotive	Fiat India	Grey Group	India
Envy can be a positive force	Beauty & Wellness	SSUP	JWT	Thailand
Shampoo Advertising Where's the hair	Beauty & Wellness	Unilever Malaysia	Mindshare Malaysia	Malaysia
Winged Eye	Beauty & Wellness	L'Oreal Paris	McCann Melbourne	Australia
How Being Stupid was Sensible	Beverages - Alcohol	Carlton United Breweries	Clemenger BBDO Melbourne	Australia
Taking On Formality In Indian Homes	Beverages Non-Alcohol	Coca-Cola	McCann World Group	India
Taste of Togetherness	Beverages Non-Alcohol	Hindustan Unilever	Ogilvy & Mather	India
The Attention Powered Car	Corporate Reputation/Professional Services	RAC Western Australia	JWT Sydney	Australia
Locally Famous	Financial Products & Services	MasterCard	McCann Sydney	Australia
The Priceless Engine - JT	Financial Products &	MasterCard	Digital Arts Network	Singapore



Campaign	Services			
Kissanpur: Real Connectivity	Food	Unilever India	Low Lintas + Partners	India
One Step At A Time	Household/Home Products & Services	Unilever	Low Singapore	Singapore
Stay Living: Slaying Sales Targets	IT /Telco	Boost Mobile	The Monkeys	Australia
Bring Down The King	Media, Entertainment & Leisure	SKY Television New Zealand	DDB Group NZ	New Zealand
Bandaaid-Heal with love	Brand Revitalisation	Shanghai Johnson & Johnson	BBDO China	China
Mother Book: The World's First-ever	Small Budget-Services	Kishokai Medical Co.	Dentsu Inc.	Japan
Don't Let Go	Sponsorship & Event Marketing	Samsung	Colenso BBDO	New Zealand
Instagram Marathon	Sponsorship & Event Marketing	Nike Hong Kong	Ogilvy & Mather Advertising, Hong Kong	Hong Kong
Making Data Sexy	Sponsorship & Event Marketing	IBM	OgilvyOne	Australia
How 'cat-call' sparked a debate	Brand Experience	MARS Australia	Clemenger BBDO Melbourne	Australia
Tayyari Jeet Ki (Prepare to Win)	Sustained Success	Mondelez India Foods	Ogilvy & Mather	India
What are you doing on ice?	Youth Marketing	Department of Health, Victoria	Lifelounge	Australia