



## APAC Effie Awards 2016 - Winners (Results by Award)

**Brand of the Year: Ariel Matic**

**Marketer of the Year: Procter & Gamble**

**Agency of the Year: MullenLowe Lintas Group, India**

**Agency Network of the Year: BBDO Worldwide**

| Entry Title                           | Category                      | Client                                 | Agency                          | Country     |
|---------------------------------------|-------------------------------|--|---------------------------------|-------------|
| <b>GRAND EFFIE</b>                    |                               |  |                                 |             |
| Ariel - Share The Load                | GoodWorks - Brand             | Procter & Gamble<br>India              | BBDO India                      | India       |
| <b>GOLD</b>                           |                               |  |                                 |             |
| Must Be Milk                          | Beverages Non-Alcohol         | Fonterra                               | Colenso BBDO / Proximity        | New Zealand |
| \$HRED                                | Financial Products & Services | Bank of New Zealand                    | Colenso BBDO / Proximity        | New Zealand |
| Tiger Infrequent Flyers Club          | Travel / Tourism              | Tigerair                               | McCann Melbourne                | Australia   |
| Dove "Silk Smooth ASMR"               | Brand Experience              | Mars Food China                        | BBDO Beijing (China)            | China       |
| Love from Land Rover                  | Brand Experience              | Land Rover New Zealand                 | Y&R New Zealand                 | New Zealand |
| Ariel - Share The Load                | Brand Revitalisation          | Procter & Gamble India                 | BBDO India                      | India       |
| Introducing India to Commute Commerce | David vs Goliath              | Clues Network                          | Enormous                        | India       |
| Ariel - Share The Load                | GoodWorks - Brand             | Procter & Gamble India                 | BBDO India                      | India       |
| Breast Cream                          | Small Budget-Products         | NZ Breast Cancer Foundation / Skinfood | Colenso BBDO / Proximity        | New Zealand |
| A for Anthem                          | Small Budget-Services         | The Akanksha Foundation                | Ogilvy and Mather               | India       |
| The People's Beer                     | Sustained Success             | Boundary Road Brewery                  | Barnes, Catmur & Friends Dentsu | New Zealand |

| SILVER                              |                                    |  |                                 |               |
|-------------------------------------|------------------------------------|--|---------------------------------|---------------|
| Breast Cream                        | Beauty & Wellness                  | NZ Breast Cancer Foundation / Skinfood | Colenso BBDO / Proximity        | New Zealand   |
| Pure Potential                      | Beverages – Alcohol                | Lion                                   | Special Group                   | New Zealand   |
| Reversing the Curse of Concentrates | Beverages Non-Alcohol              | Mondelez India Foods                   | Bates India                     | India         |
| Democratising Money Transfer        | Financial Products & Services      | Vodafone India                         | Ogilvy & Mather Advertising     | India         |
| #MyFamilyCan                        | Food                               | SPC Ardmona                            | Leo Burnett Melbourne           | Australia     |
| Ariel - Share The Load              | Household/Home Products & Services | Procter & Gamble India                 | BBDO India                      | India         |
| Maxis' New Network                  | IT /Telco                          | Maxis Mobile Services                  | Ogilvy Malaysia                 | Malaysia      |
| Holding Australia To Ransom         | Restaurants                        | Hell Pizza                             | Barnes, Catmur & Friends Dentsu | New Zealand   |
| VisitBritain Naming Campaign        | Travel / Tourism                   | VisitBritain                           | Ogilvy Beijing                  | China         |
| Maxis' New Network                  | Asia Pacific Brands                | Maxis Mobile Services                  | Ogilvy Malaysia                 | Malaysia      |
| Fool-proof Internet Service         | Asia Pacific Brands                | Idea Cellular                          | MullenLowe Lintas Group, India  | India         |
| TURD Talks                          | Brand Experience                   | Silid Aralan                           | Y&R Philippines Inc.            | Philippines   |
| An Ugly Disease Turned Beautiful    | Brand Experience                   | MS                                     | Grey                            | Australia     |
| Must Be Milk                        | Brand Revitalisation               | Fonterra                               | Colenso BBDO / Proximity        | New Zealand   |
| ANZ's push for an equal future.     | GoodWorks - Brand                  | ANZ                                    | Whybin TBWA Melbourne           | Australia     |
| Breast Cream                        | GoodWorks – Non Profit             | NZ Breast Cancer Foundation / Skinfood | Colenso BBDO / Proximity        | New Zealand   |
| End Acid Sale                       | GoodWorks – Non Profit             | Make Love Not Scars                    | Ogilvy & Mather                 | India         |
| Hershey's Happygrams                | Real Time Marketing                | The Hershey Company                    | MRM/McCANN Singapore            | Singapore     |
| Love from Land Rover                | Small Budget-Products              | Land Rover New Zealand                 | Y&R New Zealand                 | New Zealand   |
| Hell Pizza                          | Sustained Success                  | Hell Pizza                             | Barnes, Catmur & Friends Dentsu | New Zealand   |
| World Gallery                       | Multi-market - Products            | Apple, Inc.                            | TBWA \ Media Arts Lab           | United States |

| <b>BRONZE</b>                      |  |  |                                |             |
|------------------------------------|--|--|--------------------------------|-------------|
| Tough Is Not Enough                | Automotive                                 | Ford Motor Company Australia               | Blue Hive Australia            | Australia   |
| Love from Land Rover               | Automotive                                 | Land Rover New Zealand                     | Y&R New Zealand                | New Zealand |
| Band-Aid Heal with love            | Beauty & Wellness                          | Shanghai Johnson & Johnson Pharmaceuticals | BBDO & Proximity China         | China       |
| The Unofficial Official Beer of SG | Beverages – Alcohol                        | Asia Pacific Breweries                     | BBDO Singapore                 | Singapore   |
| AdaAQUA                            | Beverages Non-Alcohol                      | Danone                                     | Y&R Indonesia / VML            | Indonesia   |
| OMRON: Your Voice, Their World     | Corporate Reputation/Professional Services | Omron Automation India                     | McCann Worldgroup              | India       |
| Price of Living 2040               | Financial Products & Services              | Manulife (International)                   | PHD Hong Kong                  | Hong Kong   |
| Nimble It And Move On              | Financial Products & Services              | Nimble                                     | McCann Melbourne               | Australia   |
| Snickers, Hungry Barber            | Food                                       | Mars Japan                                 | I&S BBDO / BBDO Japan          | Japan       |
| Bet Regret                         | Government / Institutional                 | VRGF                                       | McCann Melbourne               | Australia   |
| Ashbeclee                          | Media, Entertainment & Leisure             | Perth Racing                               | 303MullenLowe                  | Australia   |
| The Suffering of Buffering         | Media, Entertainment & Leisure             | Google, India                              | MullenLowe Lintas Group, India | India       |
| A Day Made Better Teacher Awards   | Other Products & Services                  | OfficeMax Australia                        | Ogilvy Melbourne               | Australia   |
| Holding Hands in Depend            | Other Products & Services                  | Yuhan Kimberly                             | Diamond Ogilvy                 | Korea       |
| Cellphone to Sellphone             | Other Products & Services                  | OLX India                                  | MullenLowe Lintas Group, India | India       |
| Challenge 100                      | Retail                                     | Anta                                       | MullenLowe China               | China       |
| Wish Chain                         | Retail                                     | Flipkart Internet                          | MullenLowe Lintas Group, India | India       |
| Must Be Milk                       | Asia Pacific Brands                        | Fonterra                                   | Colenso BBDO / Proximity       | New Zealand |
| Teaching India the Dettol Habit    | Brand Revitalisation                       | Reckitt Benckiser (India)                  | McCann Worldgroup              | India       |
| Band-Aid Heal with love            | Brand Revitalisation                       | Shanghai Johnson & Johnson Pharmaceuticals | BBDO & Proximity China         | China       |

|                                  |                               |                           |                                |           |
|----------------------------------|-------------------------------|---------------------------|--------------------------------|-----------|
| Track The Bite                   | Branded Utility               | Godrej Consumer Products  | MullenLowe Lintas Group, India | India     |
| IBM BlueHub                      | Business-to-Business          | IBM Japan                 | Ogilvy and Mather Japan        | Japan     |
| Brave and Beautiful              | David vs Goliath              | Dabur India               | MullenLowe Lintas Group, India | India     |
| Brave and Beautiful              | GoodWorks - Brand             | Dabur India               | MullenLowe Lintas Group, India | India     |
| Know Your English Banner         | Media Innovation              | British Council Singapore | Grey Group Singapore           | Singapore |
| Challenge 100                    | Real Time Marketing           | Anta                      | MullenLowe China               | China     |
| Hungry Slip Ups                  | Small Budget-Products         | Mars Food Inc.            | BBDO Hong Kong                 | Hong Kong |
| An Ugly Disease Turned Beautiful | Sponsorship & Event Marketing | MS                        | Grey                           | Australia |
| OMO Reunion Champions            | Sponsorship & Event Marketing | Unilever                  | MullenLowe Group               | Singapore |
| Challenge 100                    | Sponsorship & Event Marketing | Anta                      | MullenLowe China               | China     |
| Curing Beer Boredom for 5 Years  | Sustained Success             | Beam Suntory              | The Works                      | Australia |
| Discovering Real Togetherness    | Sustained Success             | Hindustan Unilever        | MullenLowe Lintas Group, India | India     |

*Updated: 22 August 2016*