



# APAC Effie Awards 2018

## Finalists

	Entry Title	Lead Agency	Client	Country
<b>Single Market – Products &amp; Services Categories</b>				
<b>Automotive</b>				
1	Ceat it Helps Putting Safety First	Ogilvy India	Ceat	India
2	Return to Kekexili	J. Walter Thompson Shanghai	Shell China	China
3	Shell Emotion Tracker	Edelman Malaysia	Shell Malaysia	Malaysia
4	The Science of Truck	GTB Australia	Ford Motor Company	Australia
5	The Warrior Truck	Rediffusion Y&R	Tata Motors	India
6	Vote for Change	TBWA\India	Nissan Motor Corporation	India
<b>Beauty &amp; Wellness</b>				
7	L'Oréal vs Laser	McCann Melbourne	L'Oréal	Australia
8	Making Shampoos an Office Supply	Asatsu-DK	Unilever Japan	Japan
9	My Hair, It Has to Be My Way	Ogilvy & Mather Shanghai	Unilever	China
10	Sisters Forever	J. Walter Thompson Malaysia	Unilever Malaysia	Malaysia
<b>Beverages – Alcohol</b>				
11	DB Export Beer Bottle Sand	Colenso BBDO	DB Breweries / Heineken NZ	New Zealand
<b>Beverages – Non-Alcohol</b>				
12	Activ Vietnam	Ogilvy & Mather Vietnam	Nestlé MILO Vietnam	Vietnam
13	Mirinda #ReleaseThePressure	BBDO India	PepsiCo India Holdings	India
14	Share a Coke, Share a Code	McCann Worldgroup China	Coca-Cola China	China
15	What's in the Milk	BBDO Malaysia	Fonterra Brands Malaysia	Malaysia
<b>Consumer Electronics and Durables</b>				
16	Spectorium	Edelman Australia	HP Australia	Australia
<b>Corporate Reputation / Professional Services</b>				
17	Girls Don't Fight	McCann Worldgroup India	Reebok	India
<b>Financial Products &amp; Services</b>				
18	Choose Priceless	McCann Tokyo	Mastercard	Japan
19	Getting India Moving Again	McCann Worldgroup India	One97 Communication	India
20	Tap for Your Town	McCann Sydney	Mastercard	Australia
<b>Food</b>				
21	#HUNGEREPLY	BBDO Japan	MARS Japan	Japan
22	Grill Grill Cheese	McCann Worldgroup Korea	Seoul Dairy Cooperative	South Korea
23	Lamb: Celebrate Australia	The Monkeys	Meat & Livestock Australia	Australia
24	Oreo Music Box	VML China	Mondelez International	China
25	Shan Foods Thematic	Ogilvy & Mather Pakistan	Shan Foods	Pakistan
26	The Good Cow Triumphs	Ogilvy & Mather Beijing	Nestlé China	China
<b>Governmental / Institutional</b>				
27	Made Possible by Melbourne	McCann Melbourne	University of Melbourne	Australia
<b>Healthcare</b>				
28	Don't Say the C-Word to Buy Condoms	Havas Worldwide India	Reckitt Benckiser India	India
29	Last Laugh	Medulla Communications	IAPC	India
30	Let's Move On	Ogilvy Australia	Kimberly Clark Australia	Australia
31	The Hearing Test in Disguise	CHE Proximity	Cochlear	Australia

Household / Home Products & Services				
32	Electrolux - Fashion Care	Ogilvy & Mather Singapore	Electrolux S.E.A.	Singapore
33	From FabCon to Bestselling Perfume	Ogilvy Singapore	Unilever	Singapore
IT / Telco				
34	2degrees Data Hunt	Special Group	2degrees Mobile	New Zealand
35	Selling AI to the Average Joe	Ogilvy Sydney	IBM Australia	Australia
36	Vodafone Free vs Quality	Ogilvy India	Vodafone India	India
Media, Entertainment & Leisure				
37	Make it Metal	Ogilvy & Mather Japan	Sony Music Labels Japan	Japan
38	Nayi Soch	Ogilvy India	Star India	India
39	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise Singapore	Singapore
Restaurants				
40	McDonald's Full-Heart Support	BBDO China	McDonald's China	China
41	Valentine's Joy for the Heartbroken	McCann Worldgroup Philippines	Jollibee Foods Corporation	Philippines
Retail				
42	Berlei: It Pays to Be Kind	The Monkeys	Hanes Brands	Australia
43	H&M Social Intelligence	Ogilvy Shanghai	Hennes & Mauritz	China
44	Inspiring India's New Dreamers	Ogilvy India	Amazon Seller Services	India
45	My First Outfit	Hakuhodo Japan	Uniqlo	Japan
46	Reinventing the Athlete Tour	Mindshare China	Nike	China
47	The Perfect Aussie Christmas	BMF	ALDI Australia	Australia
Travel / Tourism				
48	Getting Indians to #LiveThere	TBWA\India	Airbnb India	India
49	Marriage in the Air	McCann Worldgroup Hong Kong	Cathay Pacific Airways	Hong Kong SAR
50	The Altitude Brew	McCann Worldgroup Hong Kong	Cathay Pacific Airways	Hong Kong SAR
Other Products & Services				
51	Child Replacement Programme	Colenso BBDO	Mars NZ	New Zealand
52	Stop Nursery Crimes	Naga DDB	Protect and Save the Children	Malaysia
53	Tum Nahi Samjhoge	Medulla Communications	Bright Lifecare	India
New Product or Service				
54	Let's Create Viral 'Products'!	The Womb	Saregama India	India
Single Market - Specialty Categories				
Asia Pacific Brands				
55	DB Export Beer Bottle Sand	Colenso BBDO	DB Breweries / Heineken NZ	New Zealand
56	Life is an Opportunity	Ogilvy & Mather Advertising Bangkok	Thai Life Insurance	Thailand
57	No Excuses	BBDO Singapore	Fonterra Brands Lanka	Singapore
58	Renters with Renters Insurance	Colenso BBDO	IAG	New Zealand
59	Valentine's Joy for the Heartbroken	McCann Worldgroup Philippines	Jollibee Foods Corporation	Philippines
60	You've Gotta Have a Team	BMF	Football Federation Australia	Australia
Brand Experience - Products				
61	DB Export Beer Bottle Sand	Colenso BBDO	DB Breweries / Heineken NZ	New Zealand
62	Dettol Germbusters	McCann Worldgroup India	RB	India
63	Made Possible by Melbourne	McCann Melbourne	University of Melbourne	Australia

64	Make it Metal	Ogilvy & Mather Japan	Sony Music Labels Japan	Japan
65	Tech it Easy	Ensemble Worldwide / Initiative	Maxis	Malaysia
<b>Brand Experience – Services</b>				
66	2degrees Data Hunt	Special Group	2degrees Mobile	New Zealand
67	Hello in Elephant	whiteGREY	David Sheldrick Wildlife Trust	Australia
68	Last Laugh	Medulla Communications	IAPC	India
<b>Brand Revitalisation</b>				
69	#ThingsDontJudge	BBDO India	Flipkart India	India
70	Electrolux - Fashion Care	Ogilvy & Mather Singapore	Electrolux S.E.A.	Singapore
71	Embrace the Extraordinary with OMO	PHD China	Unilever	China
72	The Good Cow Triumphs	Ogilvy & Mather Beijing	Nestlé China	China
73	The Other Side of Steinlager	DDB Group New Zealand	Lion	New Zealand
74	Three Years of Pure Potential	Special Group	Lion	New Zealand
75	Viral Products Revitalise Brands	The Womb	Saregama India	India
<b>Branded Content</b>				
76	Ho Ee Ki - Let It Go	Isobar Malaysia	Mudah.my	Malaysia
77	Last Laugh	Medulla Communications	IAPC	India
78	The Hearing Test in Disguise	CHE Proximity	Cochlear	Australia
<b>Branded Utility</b>				
79	Championing the Smallest Fighters	BWM Dentsu	BabyLove	Australia
80	Child Replacement Programme	Colenso BBDO	Mars NZ	New Zealand
81	Hello in Elephant	whiteGREY	David Sheldrick Wildlife Trust	Australia
<b>Business-to-Business</b>				
82	IBM Flashman, Fight for Bro!	Ogilvy & Mather Beijing	IBM	China
83	It Takes One to Know One	BWM Dentsu	Bank of Queensland	Australia
84	Making Shampoos an Office Supply	Asatsu-DK	Unilever Japan	Japan
<b>Data &amp; Technology</b>				
85	City Proof Your Skin	DDB Group Singapore	Johnson & Johnson	Singapore
86	Clean & Clear Selfie Soundtrack	DDB Group Singapore	Johnson & Johnson	Singapore
87	Shell Emotion Tracker	Edelman Malaysia	Shell Malaysia	Malaysia
88	Spectorium	Edelman Australia	HP Australia	Australia
89	The Hearing Test in Disguise	CHE Proximity	Cochlear	Australia
<b>David vs Goliath</b>				
90	Adding Health to Hands	Ogilvy & Mather India	ITC	India
91	Championing the Smallest Fighters	BWM Dentsu	BabyLove	Australia
92	Circles.Life 20/20 Launch	Supermarket Creatives	Circles.Life	Singapore
93	Let's Move On	Ogilvy Australia	Kimberly Clark Australia	Australia
94	Pitching French Films to Hollywood	Ogilvy & Mather Singapore	Alliance Francaise Singapore	Singapore
95	Vote for Change	TBWA\India	Nissan Motor Corporation	India
<b>Media Innovation</b>				
96	Capacity Based McDelivery	OMD Singapore	McDonald's	Singapore

97	Made Possible by Melbourne	McCann Melbourne	University of Melbourne	Australia
98	Pocket Dentist	Red Fuse Communications	Colgate Palmolive India	India
<b>Media Partnership Activation</b>				
99	India's Newest Status Symbol	McCann Worldgroup India	RB	India
100	Made Possible by Melbourne	McCann Melbourne	University of Melbourne	Australia
101	Reinventing the Athlete Tour	Mindshare China	Nike	China
102	The Surprisal	McCann Queensland	The Diamond Concierge	Australia
103	Turning KFC into Gamers' Playground	Mindshare China	Yum! China	China
<b>Positive Change Environmental – Brands</b>				
104	DB Export Beer Bottle Sand	Colenso BBDO	DB Breweries / Heineken NZ	New Zealand
<b>Positive Change Environmental – Non-Profit</b>				
105	Dead Whale	Dentsu Jayme Syfu	Greenpeace Philippines	Philippines
<b>Positive Change Social Good – Brands</b>				
106	Adding Fun to Hygiene	Ogilvy & Mather India	ITC	India
107	Airbnb – Until We All Belong	Clemenger BBDO	Airbnb	Australia
108	Breast Exam in Conservative India	McCann Worldgroup India	Narayana Health	India
109	Championing the Smallest Fighters	BWM Dentsu	BabyLove	Australia
<b>Positive Change Social Good – Non-Profit</b>				
110	End Child Marriage Campaign	Asiatic Marketing Communications	UNICEF - Bangladesh	Bangladesh
111	Last Laugh	Medulla Communications	IAPC	India
112	Time with Mum	MullenLowe 303	Road Safety Commission	Australia
<b>Programmatic</b>				
113	3M LifeHacks	MRM//McCann Singapore	3M	Singapore
114	Live Unboxed: Precision Marketing	J. Walter Thompson Singapore	Samsung Asia	Singapore
115	Superheroes, Programmatic	MRM//McCann Thailand	Cigna Thailand	Thailand
<b>Seasonal Marketing</b>				
116	Ho Ee Ki - Let It Go	Isobar Malaysia	Mudah.my	Malaysia
117	Lamb: Celebrate Australia	The Monkeys	Meat & Livestock Australia	Australia
118	The Perfect Aussie Christmas	BMF	ALDI Australia	Australia
119	Valentine's Joy for the Heartbroken	McCann Worldgroup Philippines	Jollibee Foods Corporation	Philippines
120	You've Gotta Have a Team	BMF	Football Federation Australia	Australia
<b>Shopper &amp; e-Commerce Marketing</b>				
121	Better for Me - Better for Everyone	Geometry Global Japan	British American Tobacco	Japan
122	City Proof Your Skin	DDB Group Singapore	Johnson & Johnson	Singapore
123	Oreo Music Box	VML China	Mondelez International	China
124	Tap for Your Town	McCann Sydney	Mastercard	Australia
125	Whisper Oh No Oh Yes Campaign	Grey Advertising Hong Kong	Procter & Gamble Guangzhou	Hong Kong SAR
<b>Small Budget – Products</b>				
126	Capture	McCann Worldgroup Thailand	Verena International	Thailand

127	Championing the Smallest Fighters	BWM Dentsu	BabyLove	Australia
128	Let's Create Viral 'Products'!	The Womb	Saregama India	India
129	Make It Metal	Ogilvy & Mather Japan	Sony Music Labels Japan	Japan
130	The Altitude Brew	McCann Worldgroup Hong Kong	Cathay Pacific Airways	Hong Kong SAR
131	The Surprisal	McCann Queensland	The Diamond Concierge	Australia
132	Valentine's Joy for the Heartbroken	McCann Worldgroup Philippines	Jollibee Foods Corporation	Philippines
<b>Small Budget - Services</b>				
133	Hello in Elephant	whiteGREY	David Sheldrick Wildlife Trust	Australia
134	Last Laugh	Medulla Communications	IAPC	India
135	The Hearing Test in Disguise	CHE Proximity	Cochlear	Australia
<b>Social Media Marketing</b>				
136	#KindnessIsCashless	BBDO India	Visa India	India
137	#MyRealCareerLine	J. Walter Thompson Hong Kong	The Women's Foundation	Hong Kong SAR
138	#ReleasethePressure	Edelman India	PepsiCo India	India
139	Durex Jeans - Condom or Denim	Havas Worldwide India	Reckitt Benckiser India	India
140	McDonald's Full-Heart Support	BBDO China	McDonald's China	China
141	Tap for Your Town	McCann Sydney	Mastercard	Australia
142	Valentine's Joy for the Heartbroken	McCann Worldgroup Philippines	Jollibee Foods Corporation	Philippines
<b>Sponsorship &amp; Events Marketing</b>				
143	Huawei X Rex Tso From Zero to Hero	Ogilvy & Mather Group, HK	Huawei Device Hong Kong	Hong Kong SAR
144	Made Possible by Melbourne	McCann Melbourne	University of Melbourne	Australia
145	Shell Emotion Tracker	Edelman Malaysia	Shell Malaysia	Malaysia
146	Tap for Your Town	McCann Sydney	Mastercard	Australia
147	The BIC 4 Colour World Championship	McCann Melbourne	BIC	Australia
<b>Sustained Success</b>				
148	Any Number of Sore Throats	Ogilvy Sydney	Nestlé	Australia
149	Berocca: from Big Nights to Big Days	J. Walter Thompson Sydney	Bayer Australia	Australia
150	Dirf A Karmic Perspective	Hindustan Unilever	Hindustan Unilever	India
151	Three Years of Pure Potential	Special Group	Lion	New Zealand
<b>Youth Marketing</b>				
152	#HUNGEREPLY	BBDO Japan	MARS Japan	Japan
153	Goodbye, Good Buy	Isobar Malaysia	Mudah.my	Malaysia
154	McDonald's Full-Heart Support	BBDO China	McDonald's China	China
155	Share a Coke, Share a Code	McCann Worldgroup China	Coca-Cola China	China
<b>Multi-Market Products &amp; Services</b>				
156	IBM - The Cognitive Collection	Ogilvy & Mather Singapore	IBM	Singapore
157	Neki Ek Ibadat	Hindustan Unilever	Hindustan Unilever	India