

**APAC Effie Awards 2026
FINALISTS**

No.	Entry Title	Client	Lead Agency	Market
Multi-Market				
Multi-Market Products				
1	MinGyu's 'Not Yourself' Moment	Mars Asia	BBDO Hong Kong	Hong Kong
Industry Categories				
Automotive				
2	Becoming Malaysia's #1 EV in 2 weeks	PRO-NET	Havas Malaysia	Malaysia
Beauty & Fragrance				
3	How 3mm of Drilling Exposed Beauty Myths	USV	Leo Mumbai	India
Beverages Alcohol				
4	Beer up, Phone down	Heineken Vietnam	Leo Vietnam / lePub Milan	Vietnam
Beverages Non-Alcohol				
5	End the Pulp Friction	Coca-Cola ASEAN & South Pacific OU	Ogilvy New Zealand	New Zealand
Delivery Services				
6	A CreAltor for Every Craving	Grab Singapore	VaynerMedia Singapore	Singapore
7	Get Almost Almost Anything Maybe Even Andy	Uber Eats	Special Sydney	Australia
Electronics				
8	Asus 1: Murphy 0	Asus India	The Womb	India
Finance				
9	Backing India's Boldest	Razorpay	Talented	India
10	Come, let's talk	Piramal Finance	The Womb	India
11	Helping NZers Stay Ahead of Scammers	ASB	Droga5 Aotearoa	New Zealand
Food				
12	Australian Lamb: From Comments to Cutlets!	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	Australia
13	Kellogg's 'For Real'	Kellanova	Bastion Agency	Australia
14	One Noodle	Ismaya Group	BLKJ Havas	Singapore
15	The Missing Verse	Zespri International Japan	Dentsu Inc.	Japan
Government / Institutional				
16	Making safety the hottest new car feature	NZ Transport Agency	McCann NZ (formerly FCB Aotearoa)	New Zealand
Health & Wellness				
17	Assemble	Haleon Philippines	GIGIL	Philippines
18	Fighting Dandruff without White Flakes	USV	Leo Mumbai	India

	Household/Home Products & Services			
19	Beyond Familiar Hues	Asian Paints	McCann Gurugram	India
20	Winning the bedroom by going beyond beds	IKEA India	Leo Mumbai	India
	Insurance			
21	Child Secure Project	Income Insurance	Income Insurance	Singapore
22	Max the Stress Ball	Income Insurance	BBH Singapore	Singapore
	IT/Telco			
23	Let's Get Connected	One New Zealand	McCann NZ (formerly FCB Aotearoa)	New Zealand
	Media, Entertainment & Leisure			
24	Nike x Alex Eala: History in Full Bloom	Nike	BBH Singapore	Singapore
	New Product or Service - Introduction			
25	GrabCyclo-Relaunch a 90-year-old transport	Grab Vietnam	Grab Vietnam	Vietnam
26	Welcome To Maya Black	Maya Philippines	Dentsu Creative Manila	Philippines
	Personal Care			
27	Rexona: The Step that made Sweat Glorious	Unilever India	VML Singapore	Singapore
	Restaurants			
28	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Hong Kong
29	Goodnight, See You for Breakfast	McDonald's Taiwan	Ogilvy Taiwan	Taiwan
30	Kung Fries	McDonald's Taiwan	Leo Taiwan	Taiwan
31	THIS IS NOT KFC	Yum Restaurants International	Wolf BKK	Thailand
32	Three Letter Heist	McDonald's China	Leo Shanghai	China
	Retail			
33	curRUNcy	MAP Active	VML Indonesia	Indonesia
34	Go A Little Extra	ALDI Australia	BMF	Australia
35	Hijacking Amazon deals to Grow Flipkart	Flipkart	Leo Mumbai	India
	Transportation			
36	Hong Kong: The Most Fun Per KM ²	Cathay Pacific	Leo Singapore	Singapore
	Travel / Tourism			
37	How Vanuatu got Aussies to answer The Call	Vanuatu Tourism Office	Apparent / GTI	Australia
38	Leveraging Regret at Boarding Gates	Cathay Pacific	Leo Mumbai	India
39	Redefining 100% Pure New Zealand	Tourism New Zealand	TBWA\New Zealand	New Zealand

Specialty Categories				
	Asia Pacific Brands - Products			
40	MasterFoods Democracy Sauce	Mars Australia	T&P Melbourne	Australia
41	The Missing Verse	Zespri International Japan	Dentsu Inc.	Japan
	Asia Pacific Brands - Services			
42	Come, let's talk	Piramal Finance	The Womb	India
43	How a 'Robe Trip' revitalised a region	RotoruaNZ	jnr.	New Zealand
	Brand Content & Entertainment			
44	End the Pulp Friction	Coca-Cola ASEAN & South Pacific OU	Ogilvy New Zealand	New Zealand
45	Parakh - The Proof Next Door	Piramal Finance	The Womb	India
46	The Best Place in the World to have Herpes	The New Zealand Herpes Foundation	Motion Sickness	New Zealand
47	The Germverse	Reckitt India	McCann Gurugram	India
	Brand Integration & Entertainment Partnerships			
48	Asus 1: Murphy 0	Asus India	The Womb	India
49	Hong Kong Never Normal	Project Consortium	TBWA\Hong Kong	Hong Kong
50	Save a Housemate, Save with Maya	Maya Philippines	Dentsu Creative Manila	Philippines
	Brand Revitalisation			
51	Listening To What Nobody Would Admit	Patties Food Group	TBWA Melbourne	Australia
52	Making THE ICONIC iconic again	THE ICONIC	Dentsu Creative Sydney	Australia
53	Redefining 100% Pure New Zealand	Tourism New Zealand	TBWA\New Zealand	New Zealand
	Branded Utility			
54	Giving Every Home In Australia A Voice	Suncorp Insurance	Leo Sydney	Australia
	Business-to-Business			
55	Asus 1: Murphy 0	Asus India	The Womb	India
56	Backing India's Boldest	Razorpay	Talented	India
57	Reframing Soil to Fix Supply Chain	PepsiCo India	Leo Mumbai	India
58	Turning Barriers into Business Openings	Budweiser Brewing Company APAC	McCann China	China
	Corporate Reputation			
59	Backing India's Boldest	Razorpay	Talented	India
60	How Engineers Make Life Happen	Engineers Australia	Bastion Agency	Australia
61	i'm lovin' 50	McDonald's Hong Kong	BBDO Hong Kong	Hong Kong
	Crisis Response / Critical Pivot - Products			
62	Reframing Soil to Fix Supply Chain	PepsiCo India	Leo Mumbai	India

	Data Driven			
63	Grab Awwbandoned Carts	Grab Singapore	Grab Creative Studio	Singapore
64	Turning Safe Driving Into A National Sport	Suncorp Insurance	Leo Sydney	Australia
	David vs. Goliath (Traditional)			
65	How Speaking Gen Z Disrupted Period Care	PSLOVE	VML Singapore	Singapore
	Engaged Community - Products			
66	adidas: The Worn Shoe Launch	adidas China	We. Red Bridge	China
	Engaged Community - Services			
67	#WargaEmasBoleh bersama Grab	Grab Malaysia	Fishermen Integrated	Malaysia
68	Using Commute to drive Growth for Spotify	Spotify India	Leo Mumbai	India
	Events			
69	Rexona: The Step that made Sweat Glorious	Unilever India	VML Singapore	Singapore
	Experiential Marketing - Products			
70	adidas: The Worn Shoe Launch	adidas China	We. Red Bridge	China
71	Get your PB with our PB	Coca-Cola South Pacific	Ogilvy Sydney	Australia
72	Scotch Smartz: The Puker's Proof	Scotch Group	VML Thailand	Thailand
73	Turning Barriers into Business Openings	Budweiser Brewing Company APAC	McCann China	China
	Experiential Marketing - Services			
74	Back to the Beginning	McDonald's Hong Kong	BBDO Hong Kong	Hong Kong
75	Kung Fries	McDonald's Taiwan	Leo Taiwan	Taiwan
	Influencer			
76	Hong Kong Never Normal	Project Consortium	TBWA\Hong Kong	Hong Kong
77	Michelle Lyn	Imperial Kitchen Group	GIGIL	Philippines
78	The Worst English-speaking Ambassador	Speakeasy Labs	Dentsu Creative Taiwan	Taiwan
	International Marketing			
79	Redefining 100% Pure New Zealand	Tourism New Zealand	TBWA\New Zealand	New Zealand
	Marketing Disruptors			
80	Nike x Alex Eala: History in Full Bloom	Nike	BBH Singapore	Singapore
81	Redesigning Period Experience For 8y.o.	Procter & Gamble India	Leo Mumbai	India
82	The Best Place in the World to have Herpes	The New Zealand Herpes Foundation	Motion Sickness	New Zealand
83	Three Letter Heist	McDonald's China	Leo Shanghai	China

	Media Idea			
84	Awkboards	Green Cross Health	McCann NZ (formerly FCB Aotearoa)	New Zealand
85	Sound of Home.FM	Coca-Cola Europacific Aboitiz PH / Coca-Cola ASEAN & South Pacific OU	Ogilvy Singapore	Singapore
	Media Innovation			
86	Turning Barriers into Business Openings	Budweiser Brewing Company APAC	McCann China	China
	Positive Change Environmental - Non-Profit			
87	From recycling inertia to feel good action	VicReturn	TBWA Melbourne	Australia
	Positive Change Social Good: Brands - Products			
88	KUB DEE DAI DEE Drive Safe for Good Karma	Toyota Mobility Foundation / Honda Motor Co. Japan	Hakuhodo First	Thailand
89	Redesigning Period Experience For 8y.o.	Procter & Gamble India	Leo Mumbai	India
90	Reframing Soil to Fix Supply Chain	PepsiCo India	Leo Mumbai	India
91	The Missing Verse	Zespri International Japan	Dentsu Inc.	Japan
	Positive Change Social Good: Brands - Services			
92	Child Secure Project	Income Insurance	Income Insurance	Singapore
93	Drop Cart Draw	Lotus's	VML Malaysia	Malaysia
94	Turning Safe Driving Into A National Sport	Suncorp Insurance	Leo Sydney	Australia
	Positive Change Social Good: Non-Profit			
95	Unfreeze My Rights	Awakening Foundation x CWO	Dentsu Creative Taiwan	Taiwan
	Seasonal Marketing			
96	Australian Lamb: From Comments to Cutlets!	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	Australia
97	Beer up, Phone down	Heineken Vietnam	Leo Vietnam / lePub Milan	Vietnam
98	Go A Little Extra	ALDI Australia	BMF	Australia
99	Nike x Alex Eala: History in Full Bloom	Nike	BBH Singapore	Singapore
100	Sound of Home.FM	Coca-Cola Europacific Aboitiz PH / Coca-Cola ASEAN & South Pacific OU	Ogilvy Singapore	Singapore
	Shopper & e-Commerce Marketing			
101	Goodnight, See You for Breakfast	McDonald's Taiwan	Ogilvy Taiwan	Taiwan
102	Grab Awbandoned Carts	Grab Singapore	Grab Creative Studio	Singapore

	Short Video Marketing			
103	Assemble	Haleon Philippines	GIGIL	Philippines
104	Breaking Pharma Monotony with Pop Culture	SSP	McCann Tokyo	Japan
	Small Budget - Products			
105	Fighting Dandruff without White Flakes	USV	Leo Mumbai	India
106	Touch of Trust	Sintex	McCann Gurugram	India
	Small Budget - Services			
107	Grab Awwbandoned Carts	Grab Singapore	Grab Creative Studio	Singapore
108	The Best Place in the World to have Herpes	The New Zealand Herpes Foundation	Motion Sickness	New Zealand
	Social Media Marketing			
109	Healtheries - Sleep vs Sloth	Vitaco	TBWA\New Zealand	New Zealand
110	Scotch Smartz: The Puker's Proof	Scotch Group	VML Thailand	Thailand
111	Vaseline Verified	Unilever	Ogilvy Singapore	Singapore
	Sustained Success - Products			
112	Brewing India's Coffee Habit	Nestlé India	McCann Gurugram	India
113	KitKat = "KitKatsu" = "Surely Win"	Nestlé Japan	VML & Ogilvy Japan	Japan
	Sustained Success - Services			
114	Get Almost Almost Anything	Uber Eats	Special Sydney	Australia
115	Max the Stress Ball	Income Insurance	BBH Singapore	Singapore
116	WHAT'S THE WORTH OF A HUMAN VIRTUE?	Piramal Finance	The Womb	India
	Timely Opportunity - Products			
117	MasterFoods Democracy Sauce	Mars Australia	T&P Melbourne	Australia
118	Nike x Alex Eala: History in Full Bloom	Nike	BBH Singapore	Singapore
119	Turning a Missing Flavor into Growth	Doritos	Starcom Taiwan / Saatchi & Saatchi Taiwan	Taiwan
	Timely Opportunity - Services			
120	Grab Awwbandoned Carts	Grab Singapore	Grab Creative Studio	Singapore
	Youth Marketing			
121	Find Your Squad, Find Your #AboveAll	Republic of Singapore Air Force	BLKJ Havas	Singapore