

APAC Effie Awards 2026 Winners

(Results by Award)

Brand of the Year	Marketer of the Year	Independent Agency of the Year	Agency of the Year	Agency Network of the Year
1st Place Grab	1st Place Grab	1st Place Special Sydney	1st Place Special Sydney	1st Place LEO
2nd Place Uber Eats	2nd Place Uber	2nd Place The Womb	2nd Place Leo Mumbai	2nd Place Ogilvy
3rd Place McDonald's	3rd Place McDonald's	3rd Place GIGIL Philippines	3rd Place Grab Creative Studio	3rd Place Dentsu

	Entry Title	Category	Client	Lead Agency	Contributing Agency	Market
GRAND						
	Get Almost Almost Anything		Uber	Special Sydney		Australia

No.	Entry Title	Category	Client	Lead Agency	Contributing Agency	Market
GOLD						
1	Get Almost Almost Anything Maybe Even Andy	Delivery Services	Uber	Special Sydney	EssenceMediacom Sydney	Australia
2	The Missing Verse	Food	Zespri International Japan	Dentsu Inc.		Japan
3	Winning the bedroom by going beyond beds	Household/Home Products & Services	IKEA India	Leo Mumbai		India
4	THIS IS NOT KFC	Restaurants	Yum Restaurants Thailand	Wolf BKK		Thailand
5	End the Pulp Friction	Brand Content & Entertainment	Coca-Cola ASEAN & South Pacific OU	Ogilvy New Zealand	WPP Open X Singapore	Singapore
6	Giving Every Home In Australia A Voice	Branded Utility	Suncorp Group	Leo Sydney	OMD Sydney / Hogarth Sydney / Publicis Production Sydney / Unit 9 (formerly Le Polish Bureau) (London)	Australia
7	#WargaEmasBoleh bersama Grab	Engaged Community - Services	Grab Malaysia	Fishermen Integrated		Singapore
8	Michelle Lyn	Influencer	Imperial Kitchen Group	GIGIL Philippines		Philippines
9	The Worst English-speaking Ambassador	Influencer	Speakeasy Labs	Dentsu Creative Taiwan		Taiwan
10	Turning Barriers into Business Openings	Media Innovation	Budweiser Brewing Company APAC	McCann Shanghai		China
11	Grab Awwbandoned Carts	Shopper & e-Commerce Marketing	Grab Singapore	Grab Creative Studio		Singapore
12	Grab Awwbandoned Carts	Small Budget-Services	Grab Singapore	Grab Creative Studio		Singapore
13	Vaseline Verified	Social Media Marketing	Unilever London	Ogilvy Singapore		Singapore
14	Get Almost Almost Anything	Sustained Success - Services	Uber	Special Sydney		Australia

15	Nike x Alex Eala: History in Full Bloom	Timely Opportunity - Products	Nike	BBH Singapore		Singapore
SILVER						
16	End the Pulp Friction	Beverages Non-Alcohol	Coca-Cola ASEAN & South Pacific OU	Ogilvy New Zealand	WPP Open X Singapore	New Zealand
17	Max the Stress Ball	Insurance	Income Insurance	BBH Singapore	Publicis Chemistry Malaysia	Singapore
18	Let's Get Connected	IT /Telco	One New Zealand	McCann Auckland (formerly FCB Aotearoa)		New Zealand
19	Three Letter Heist	Restaurants	McDonald's China	Leo Shanghai	Leo Hong Kong	China
20	Hijacking Amazon deals to Grow Flipkart	Retail	Flipkart	Leo Mumbai		India
21	Hong Kong: The Most Fun Per KM²	Transportation	Cathay Pacific Singapore	Leo Singapore	Starcom Singapore	Singapore
22	The Missing Verse	Asia Pacific Brands - Products	Zespri International Japan	Dentsu Inc.		Japan
23	Come, let's talk	Asia Pacific Brands - Services	Piramal Finance	The Womb		India
24	The Best Place in the World to have Herpes	Brand Content & Entertainment	The New Zealand Herpes Foundation	Motion Sickness	The Research Agency New Zealand / FINCH Sydney / ED / DIG PR	New Zealand
25	Turning Barriers into Business Openings	Business-to-Business	Budweiser Brewing Company APAC	McCann Shanghai		China
26	i'm lovin' 50	Corporate Reputation	McDonald's Hong Kong	BBDO Hong Kong	OMD Hong Kong	Hong Kong
27	Turning Safe Driving Into A National Sport	Data Driven	Suncorp Group	Leo Sydney	OMD Sydney / Publicis Production Sydney / Gemba Sydney	Australia
28	Scotch Smartz: The Puker's Proof	Experiential Marketing - Products	Scotch Group	VML Thailand		Thailand
29	Three Letter Heist	Marketing Disruptors	McDonald's China	Leo Shanghai	Leo Hong Kong	China
30	Nike x Alex Eala: History in Full Bloom	Seasonal Marketing	Nike	BBH Singapore		Singapore
31	The Best Place in the World to have Herpes	Small Budget-Services	The New Zealand Herpes Foundation	Motion Sickness	The Research Agency New Zealand / FINCH Sydney / ED / DIG PR	New Zealand
32	Healthieries - Sleep vs Sloth	Social Media Marketing	Vitaco	TBWA\New Zealand		New Zealand
33	Scotch Smartz: The Puker's Proof	Social Media Marketing	Scotch Group	VML Thailand		Thailand
34	What's the Worth of a Human Virtue?	Sustained Success - Services	Piramal Finance	The Womb		India
35	MasterFoods Democracy Sauce	Timely Opportunity - Products	Mars Australia	T&P Melbourne	WPP Media Melbourne / Enthral Melbourne	Australia
BRONZE						
36	How 3mm of Drilling Exposed Beauty Myths	Beauty & Fragrance	USV	Leo Mumbai		India
37	Helping NZers Stay Ahead of Scammers	Finance	ASB	Droga5 Aotearoa		New Zealand
38	Kellogg's 'For Real'	Food	Kellanova Australia	Bastion Sydney		Australia
39	One Noodle	Food	Ismaya Group	BLKJ Havas		Singapore

40	Beyond Familiar Hues	Household/Home Products & Services	Asian Paints	McCann Gurugram		India
41	Back to the Beginning	Restaurants	McDonald's Hong Kong	BBDO Hong Kong	OMD Hong Kong	Hong Kong
42	Goodnight, See You for Breakfast	Restaurants	McDonald's Taiwan	Ogilvy Taiwan		Taiwan
43	MasterFoods Democracy Sauce	Asia Pacific Brands - Products	Mars Australia	T&P Melbourne	WPP Media Melbourne / Enthral Melbourne	Australia
44	The Germverse	Brand Content & Entertainment	Reckitt India	McCann Gurugram		India
45	Save a Housemate, Save with Maya	Brand Integration & Entertainment Partnerships	Maya Philippines	Dentsu Creative Manila		Philippines
46	Making THE ICONIC iconic again	Brand Revitalisation	Global Fashion Group Australia	Dentsu Creative Sydney	Good Oil Films Sydney / Love Media	Australia
47	Redefining 100% Pure New Zealand	Brand Revitalisation	Tourism New Zealand	TBWA\New Zealand	The Guardians	New Zealand
48	Backing India's Boldest	Corporate Reputation	Razorpay	Talented		India
49	Grab Awwabandoned Carts	Data Driven	Grab Singapore	Grab Creative Studio		Singapore
50	How Speaking Gen Z Disrupted Period Care	David vs. Goliath (Traditional)	PSLOVE	VML Singapore		Singapore
51	adidas: The Worn Shoe Launch	Experiential Marketing - Products	adidas China	We. Red Bridge Shanghai		China
52	Turning Barriers into Business Openings	Experiential Marketing - Products	Budweiser Brewing Company APAC	McCann Shanghai		China
53	Back to the Beginning	Experiential Marketing - Services	McDonald's Hong Kong	BBDO Hong Kong	OMD Hong Kong	Hong Kong
54	Kung Fries	Experiential Marketing - Services	McDonald's Taiwan	Leo Taiwan	Starcom Taiwan	Taiwan
55	Redefining 100% Pure New Zealand	International Marketing	Tourism New Zealand	TBWA\New Zealand	The Guardians	New Zealand
56	Redesigning Period Experience For 8y.o.	Marketing Disruptors	Procter & Gamble India	Leo Mumbai	EssenceMediacom Mumbai / Acti Media Mumbai / Element Media Works / Convosight Gurugram	India
57	The Best Place in the World to have Herpes	Marketing Disruptors	The New Zealand Herpes Foundation	Motion Sickness	The Research Agency New Zealand / FINCH Sydney / ED / DIG PR	New Zealand
58	Reframing Soil to Fix Supply Chain	Positive Change: Social - Brands - Products	PepsiCo India	Leo Mumbai		India
59	Turning Safe Driving Into A National Sport	Positive Change: Social - Brands - Services	Suncorp Group	Leo Sydney	OMD Sydney / Publicis Production Sydney / Gemba Sydney	Australia
60	Unfreeze My Rights	Positive Change: Social - Non-Profit	Awakening Foundation x CWO	Dentsu Creative Taiwan		Taiwan
61	Sound of Home.FM	Seasonal Marketing	Coca-Cola Europacific Aboitiz PH / Coca-Cola ASEAN & South Pacific OU	Ogilvy Singapore	Ogilvy Manila / WPP Media Singapore / WPP Open X Singapore	Singapore
62	Goodnight, See You for Breakfast	Shopper & e-Commerce Marketing	McDonald's Taiwan	Ogilvy Taiwan		Taiwan

63	Assemble	Short Video Marketing	Haleon Philippines	GIGIL Philippines		Philippines
64	Touch of Trust	Small Budget-Products	Sintex	McCann Gurugram		India
65	KitKat = "KitKatsu" = "Surely Win"	Sustained Success - Products	Nestlé Japan	VML & Ogilvy Japan		Japan
66	Grab Awwbandoned Carts	Timely Opportunity - Services	Grab Singapore	Grab Creative Studio		Singapore
FINALIST						
67	MinGyu's 'Not Yourself' Moment	Multi-Market Products	Mars Asia	BBDO Hong Kong		Hong Kong
68	Becoming Malaysia's #1 EV in 2 weeks	Automotive	PRO-NET	Havas Malaysia	Klareco Communications Malaysia / Invictus Blue Malaysia	Malaysia
69	Beer up, Phone down	Beverages - Alcohol	Heineken Vietnam	Leo Vietnam / lePub Milan	Dentsu Vietnam / Icon Media Vietnam / MSL Vietnam / ST Events Vietnam	Vietnam
70	A CreAltor for Every Craving	Delivery Services	Grab Singapore	VaynerMedia Singapore	M&C Saatchi Performance London	Singapore
71	Asus 1: Murphy 0	Electronics	Asus India	The Womb		India
72	Backing India's Boldest	Finance	Razorpay	Talented		India
73	Come, let's talk	Finance	Piramal Finance	The Womb		India
74	Australian Lamb: From Comments to Cutlets!	Food	Meat & Livestock Australia	Droga5 Sydney, part of Accenture Song	UM Sydney / One Green Bean Sydney	Australia
75	Making safety the hottest new car feature	Government / Institutional	NZ Transport Agency Waka Kotahi	McCann Auckland (formerly FCB Aotearoa)	MBM Wellington / 3&7 Production	New Zealand
76	Assemble	Health & Wellness	Haleon Philippines	GIGIL Philippines		Philippines
77	Fighting Dandruff without White Flakes	Health & Wellness	USV	Leo Mumbai		India
78	Child Secure Project	Insurance	Income Insurance	Income Insurance	Publicis Chemistry Malaysia / BBH Singapore / The Nutgraf	Singapore
79	Nike x Alex Eala: History in Full Bloom	Media, Entertainment & Leisure	Nike	BBH Singapore		Singapore
80	GrabCyclo-Relaunch a 90-year-old transport	New Product or Service - Introduction	Grab Vietnam	Grab Vietnam		Vietnam
81	Welcome To Maya Black	New Product or Service - Introduction	Maya Philippines	Dentsu Creative Manila		Philippines
82	Rexona: The Step that made Sweat Glorious	Personal Care	Unilever	VML Singapore	WPP Productions Singapore / Milestone Films / After Studio (Silver Cloud) / Boing Studios	Singapore
83	Kung Fries	Restaurants	McDonald's Taiwan	Leo Taiwan	Starcom Taiwan	Taiwan
84	curRUNcy	Retail	MAP Active	VML Jakarta		Indonesia

85	Go A Little Extra	Retail	ALDI Australia	BMF Sydney		Australia
86	How Vanuatu got Aussies to answer The Call	Travel / Tourism	Vanuatu Tourism Office	Apparent / GTI		Australia
87	Leveraging Regret at Boarding Gates	Travel / Tourism	Cathay Pacific India	Leo Mumbai		India
88	Redefining 100% Pure New Zealand	Travel / Tourism	Tourism New Zealand	TBWA\New Zealand	The Guardians	New Zealand
89	How a 'Robe Trip' revitalised a region	Asia Pacific Brands - Services	RotoruaNZ	jnr.		New Zealand
90	Parakh - The Proof Next Door	Brand Content & Entertainment	Piramal Finance	The Womb		India
91	Asus 1: Murphy 0	Brand Integration & Entertainment Partnerships	Asus India	The Womb		India
92	Hong Kong Never Normal	Brand Integration & Entertainment Partnerships	Project Consortium	TBWA\Hong Kong	FleishmanHillard Hong Kong	Hong Kong
93	Listening To What Nobody Would Admit	Brand Revitalisation	Patties Food Group Australia	TBWA Melbourne		Australia
94	Asus 1: Murphy 0	Business-to-Business	Asus India	The Womb		India
95	Backing India's Boldest	Business-to-Business	Razorpay	Talented		India
96	Reframing Soil to Fix Supply Chain	Business-to-Business	PepsiCo India	Leo Mumbai		India
97	How Engineers Make Life Happen	Corporate Reputation	Engineers Australia	Bastion Sydney	Hatched Media Melbourne	Australia
98	Reframing Soil to Fix Supply Chain	Crisis Response / Critical Pivot - Products	PepsiCo India	Leo Mumbai		India
99	adidas: The Worn Shoe Launch	Engaged Community - Products	adidas China	We. Red Bridge Shanghai		China
100	Using Commute to drive Growth for Spotify	Engaged Community - Services	Spotify India	Leo Mumbai	Starcom Mumbai	India
101	Rexona: The Step that made Sweat Glorious	Events	Unilever	VML Singapore	WPP Productions Singapore / Milestone Films / After Studio (Silver Cloud) / Boing Studios	Singapore
102	Get your PB with our PB	Experiential Marketing - Products	Coca-Cola South Pacific	Ogilvy Sydney	WPP Open X Sydney	Singapore
103	Hong Kong Never Normal	Influencer	Project Consortium	TBWA\Hong Kong	FleishmanHillard Hong Kong	Hong Kong
104	Nike x Alex Eala: History in Full Bloom	Marketing Disruptors	Nike	BBH Singapore		Singapore
105	Awkboards	Media Idea	Green Cross Health	McCann Auckland (formerly FCB Aotearoa)		New Zealand
106	Sound of Home.FM	Media Idea	Coca-Cola Europacific Aboitiz PH / Coca-Cola ASEAN & South Pacific OU	Ogilvy Singapore	Ogilvy Manila / WPP Media Singapore / WPP Open X Singapore	Singapore
107	From recycling inertia to feel good action	Positive Change: Environmental - Non-Profit	VicReturn	TBWA Melbourne	CultureVerse Melbourne / United Media Melbourne	Australia
108	KUB DEE DAI DEE Drive Safe for Good Karma	Positive Change: Social - Brands - Products	Toyota Mobility Foundation / Honda Motor Co. Japan	Hakuhodo First	Hakuhodo Inc. / Hakuhodo International Thailand	Thailand

109	Redesigning Period Experience For 8y.o.	Positive Change: Social - Brands - Products	Procter & Gamble India	Leo Mumbai	EssenceMediacom Mumbai / Acti Media Mumbai / Element Media Works / Convosight Gurugram	India
110	The Missing Verse	Positive Change: Social - Brands - Products	Zespri International Japan	Dentsu Inc.		Japan
111	Child Secure Project	Positive Change: Social - Brands - Services	Income Insurance	Income Insurance	Publicis Chemistry Malaysia / BBH Singapore / The Nutgraf	Singapore
112	Drop Cart Draw	Positive Change: Social - Brands - Services	C.P. Group	VML Malaysia		Malaysia
113	Australian Lamb: From Comments to Cutlets!	Seasonal Marketing	Meat & Livestock Australia	Droga5 Sydney, part of Accenture Song	UM Sydney / One Green Bean Sydney	Australia
114	Beer up, Phone down	Seasonal Marketing	Heineken Vietnam	Leo Vietnam / lePub Milan	Dentsu Vietnam / Icon Media Vietnam / MSL Vietnam / ST Events Vietnam	Vietnam
115	Go A Little Extra	Seasonal Marketing	ALDI Australia	BMF Sydney		Australia
116	Breaking Pharma Monotony with Pop Culture	Short Video Marketing	SSP Co., Ltd.	McCann Tokyo		Japan
117	Fighting Dandruff without White Flakes	Small Budget-Products	USV	Leo Mumbai		India
118	Brewing India's Coffee Habit	Sustained Success - Products	Nestlé India	McCann Gurugram		India
119	Max the Stress Ball	Sustained Success - Services	Income Insurance	BBH Singapore	Publicis Chemistry Malaysia	Singapore
120	Turning a Missing Flavor into Growth	Timely Opportunity - Products	PepsiCo Taiwan	Starcom Taiwan / Saatchi & Saatchi Taiwan	Leo Taiwan	Taiwan
121	Find Your Squad, Find Your #AboveAll	Youth Marketing	Republic of Singapore Air Force	BLKJ Havas		Singapore