

**APAC Effie Awards 2021
FINALISTS**

No	Entry Title	Client	Lead Agency	Territory
	Multi-Market Products and Services			
1	Good Morning World	Tourism New Zealand	Special Group NZ	New Zealand
	Automotive			
2	An auction that built price premium	Mahindra Auto	The Womb Communications	India
3	Four Second Reviews	Hyundai Australia	AnalogFolk Australia	Australia
4	SAS AU drives Defender Growth	JLR Australia	Dentsu X Sydney / Seven West Media Sydney	Australia
	Beauty & Wellness			
5	Breakup Salon	Procter & Gamble	Grey Group Hong Kong	Hong Kong
6	More Freedom In Job-Hunting Hair	Procter & Gamble	GREY Tokyo	Japan
	Beverages - Alcohol			
7	The Dance	Lion Breweries	DDB New Zealand	New Zealand
8	Who Made Beer the Boss of Summer?	Beam Suntory	The Monkeys Sydney	Australia
	Beverages Non-Alcohol			
9	Whatever	ARC Refreshments Corporation	GIGIL	Philippines
	Consumer Electronics and Durables			
10	Esc Therapy	HP	Edelman Sydney	Australia
11	Samsung Microcodes	Samsung	CHE Proximity Sydney	Australia
	Financial Products & Services			
12	Health Insurance for the Healthy	ManipalCigna Health Insurance	McCann Gurgaon	India
13	Live a Little Freer	AA Insurance	DDB New Zealand	New Zealand
14	Making India talk about Insurance	Canara HSBC OBC Life Insurance	The Leo Group Mumbai	India
15	Tally	IAG	Colenso BBDO	New Zealand
16	The journey to UPI adoption	PhonePe	The Leo Group Mumbai	India
	Food			
17	Dove - Put Pleasure First	Mars Wrigley Confectionery	BBDO Shanghai	China
18	More Than Just a Cook	Shan Foods	Ogilvy Karachi	Pakistan
19	Rebel Rebel, how could they know?	Burger King	Pitchblack Partners	New Zealand
20	Take back the pleasure of chocolate	MARS Japan	BBDO Tokyo	Japan
	Government / Institutional			
21	Beyond the Label - Belle Helpbot	National Council of Social Service	McCann Singapore	Singapore
22	Meddle in the New Zealand election	Every Kiwi Vote Counts	Special Group NZ	New Zealand
	Healthcare			
23	Beautiful Shit	Friso	McCann Shanghai	China
24	India! Periods are Red, Not Blue	Nobel Hygiene	The Womb Communications	India
25	It's okay to pee in your pants	Nobel Hygiene	The Womb Communications	India
	Household/Home Products & Services			
26	Parent Faming	Kimberly Clark Australia	Ogilvy Sydney	Australia
	IT /Telco			
27	DIGI FOOTBRAILLE	Digi Telecommunications	NAGA DDB TRIBAL	Malaysia
28	Friend-vertising	Skinny	Colenso BBDO	New Zealand
	New Product or Service			
29	Curing Homesickness	SCHF	CHE Proximity Melbourne	Australia
	Other Products & Services			
30	No Home Address	Whitelion	Ogilvy Sydney	Australia
	Restaurants			
31	KFC Weddings	KFC Australia	Ogilvy Sydney	Australia
32	McClassroom	McDonald's Philippines	Leo Burnett Manila	Philippines

	Retail			
33	Grab Thank You Basket	Grab	Choojai ka Kalayanamitr	Thailand
34	Live Life Unplugged	Bonds	Leo Burnett Australia	Australia
35	The Great Fresh Food Migration	ALDI Australia	BMF Sydney	Australia
	Travel / Tourism			
36	Do Something New, New Zealand	Tourism New Zealand	Special Group NZ	New Zealand
37	Good Morning World	Tourism New Zealand	Special Group NZ	New Zealand
38	My Abu Dhabi Adventure	Abu Dhabi DCT	Ogilvy Shanghai	China
39	NZ Says 39	Tourism New Zealand	Special Group NZ	New Zealand
	Asia Pacific Brands			
40	Do Something New, New Zealand	Tourism New Zealand	Special Group NZ	New Zealand
41	Friend-vertising	Skinny	Colenso BBDO	New Zealand
	Brand Experience - Products			
42	CHECK IN IKEA!	IKEA	Starcom Worldwide Taiwan	Taiwan
43	Hot vs Cold	Nestle Australia	Ogilvy Sydney	Australia
44	NZ Says 39	Tourism New Zealand	Special Group NZ	New Zealand
45	Pizza Hut X IKEA Meatball Pizza	Jardine Restaurant Group- Pizza Hut	Ogilvy Hong Kong	Hong Kong
46	The World's 1st AI Manga	KIOXIA Corporation	Wunderman Thompson Tokyo	Japan
	Brand Experience - Services			
47	Tally	IAG	Colenso BBDO	New Zealand
	Brand Revitalisation			
48	How a koala revitalised insurance	NRMA Insurance	The Monkeys Sydney	Australia
49	Parent Faming	Kimberly Clark Australia	Ogilvy Sydney	Australia
50	The Dance	Lion Breweries	DDB New Zealand	New Zealand
	Branded Content			
51	100 pronunciations, 1 solution	Procter & Gamble	MediaCom Vietnam	Vietnam
52	Breakup Salon	Procter & Gamble	Grey Group Hong Kong	Hong Kong
53	Esc Therapy	HP	Edelman Sydney	Australia
54	Live Life Unplugged	Bonds	Leo Burnett Sydney	Australia
55	More Freedom In Job-Hunting Hair	Procter & Gamble	GREY Tokyo	Japan
56	Parent Faming	Kimberly Clark Australia	Ogilvy Sydney	Australia
57	Unknown Explored	The University of Queensland	Ogilvy Brisbane	Australia
	Branded Utility			
58	Beyond the Label - Belle Helpbot	National Council of Social Service	McCann Singapore	Singapore
59	KFC Weddings	KFC Australia	Ogilvy Sydney	Australia
60	MILO Philippines Home Court	Nestle Philippines	Ogilvy Manila	Philippines
61	Naming the invisible Pakistanis	Telenor Pakistan	Ogilvy Islamabad	Pakistan
62	Tally	IAG	Colenso BBDO	New Zealand
	Business & Marketing Disruptors			
63	Project AgroBanking	United Commercial Bank / ACI Logistics	Grey Advertising Bangladesh	Bangladesh
	Business-to-Business			
64	More Freedom In Job-Hunting Hair	Procter & Gamble	GREY Tokyo	Japan
65	The World's 1st AI Manga	KIOXIA Corporation	Wunderman Thompson Tokyo	Japan
	Corporate Reputation			
66	Menulog Snoop Launch	Menulog	McCann Sydney	Australia
67	The World's 1st AI Manga	KIOXIA Corporation	Wunderman Thompson Tokyo	Japan
	Crisis Response / Critical Pivot - Products			
68	Do Something New, New Zealand	Tourism New Zealand	Special Group NZ	New Zealand
69	Kentucky Fried Crossing	Grantline Inc. (KFC)	Ogilvy Manila	Philippines
70	Not just A Cadbury Ad	Mondelez India	Ogilvy Mumbai	India
	Crisis Response / Critical Pivot - Services			
71	Destination Menu by Thai Catering	Thai Airways	Wunderman Thompson Bangkok	Thailand
	Data-Driven			
72	Grab Personalised Impact Reports	Grab	Grab	Malaysia
	David vs Goliath			
73	Menulog Snoop Launch	Menulog	McCann Sydney	Australia

74	My Abu Dhabi Adventure	Abu Dhabi DCT	Ogilvy Shanghai	China
75	No Home Address	Whitelion	Ogilvy Sydney	Australia
Influencer				
76	Friend-vertising	Skinny	Colenso BBDO	New Zealand
77	Getting Vegan Haters To Lovin' It	MHK Restaurants	DDB Hong Kong	Hong Kong
78	Handwashing Challenge	Reckitt	McCann Gurgaon	India
79	Share The Load For Equal Sleep	Procter & Gamble	BBDO Mumbai	India
80	Turning Packaging into Pop Culture	PepsiCo India	Edelman Mumbai	India
Media Innovation				
81	LO5T	Lotto NZ	DDB New Zealand	New Zealand
82	No Home Address	Whitelion	Ogilvy Sydney	Australia
83	Not just a Cadbury Ad	Mondelez India	Ogilvy Mumbai	India
Positive Change Social Good - Brands (Products)				
84	Melting Power Distance	Mondelez India	Ogilvy Mumbai	India
85	More Freedom In Job-Hunting Hair	Procter & Gamble	GREY Tokyo	Japan
86	Parent Faming	Kimberly Clark Australia	Ogilvy Sydney	Australia
Positive Change Social Good - Brands (Services)				
87	Grab Personalised Impact Reports	Grab	Grab	Malaysia
88	Naming the invisible Pakistanis	Telenor Pakistan	Ogilvy Islamabad	Pakistan
89	Project AgroBanking	United Commercial Bank / ACI Logistics	Grey Advertising Bangladesh	Bangladesh
90	See Stress Differently	Cigna International Corporation	McCann Hong Kong	Hong Kong
Positive Change Social Good - Non-Profit				
91	Beyond the Label - Belle Helpbot	National Council of Social Service	McCann Singapore	Singapore
92	Curing Homesickness	SCHF	CHE Proximity Melbourne	Australia
Seasonal Marketing				
93	Breakup Salon	Procter & Gamble	Grey Group Hong Kong	Hong Kong
94	Cadbury Easter	Mondelez Australia	Ogilvy Melbourne	Australia
95	KFC Bucket Ball	KFC Australia	Ogilvy Sydney	Australia
96	Together we are free	Nobel Hygiene	The Womb Communications	India
Short Video Marketing				
97	Esc Therapy	HP	Edelman Sydney	Australia
98	Good Morning World	Tourism New Zealand	Special Group NZ	New Zealand
99	LO5T	Lotto NZ	DDB New Zealand	New Zealand
100	Meddle in the New Zealand election	Every Kiwi Vote Counts	Special Group NZ	New Zealand
101	Not just a Cadbury Ad	Mondelez India	Ogilvy Mumbai	India
Small Budget-Services				
102	GrabFood Delivery Doodles	Grab	Grab	Malaysia
103	Meddle in the New Zealand election	Every Kiwi Vote Counts	Special Group NZ	New Zealand
104	No Home Address	Whitelion	Ogilvy Sydney	Australia
105	Project AgroBanking	United Commercial Bank / ACI Logistics	Grey Advertising Bangladesh	Bangladesh
106	'TRAIN'ing	East Japan Railway Company	McCann Health Japan	Japan
Social Media Marketing				
107	#DeliveryDance TikTok Challenge	Menulog	McCann Sydney	Australia
108	Hot vs Cold	Nestle Australia	Ogilvy Sydney	Australia
109	Meddle in the New Zealand election	Every Kiwi Vote Counts	Special Group NZ	New Zealand
110	There's A New Chicken In Town	MHK Restaurants	DDB Hong Kong	Hong Kong
Sponsorship/Events and Engaged Communities				
111	A Star Wars Experience For All	Globe Telecom	Wunderman Thompson Manila	Philippines
112	KFC Bucket Ball	KFC Australia	Ogilvy Sydney	Australia
113	NZ Says 39	Tourism New Zealand	Special Group NZ	New Zealand
114	The Galactic Bottles	The Coca-Cola Company	Ogilvy Kuala Lumpur	Malaysia
Sustained Success - Products				
115	Beyond the Beauty Of Temperatures	Thermos	McCann Tokyo	Japan
116	KFC Australia's Long Term Success	KFC Australia	Ogilvy Sydney	Australia
117	Red Label - Taste of Togetherness	Hindustan Unilever	Ogilvy Mumbai	India
118	Share The Load For Equal Sleep	Procter & Gamble	BBDO Mumbai	India
Sustained Success - Services				
119	ALDI Good Different	ALDI Australia	BMF Sydney	Australia

120	Regrowing the 'Mo	The Movember Foundation	dentsu Auckland	New Zealand
	Youth Marketing			
121	Beyond the Label - Belle Helpbot	National Council of Social Service	McCann Singapore	Singapore
122	Project UNI-FORM	VOGUE	Ogilvy Taipei	Taiwan
123	Whatever	ARC Refreshments Corporation	GIGIL	Philippines