

APAC Effie Awards 2024 FINALISTS

No	Entry Title	Client	Lead Agency	Market
Mult	i-Market			
	Multi-Market Products			
1	Music That Finds You	Spotify	Juice / UM Singapore	Singapore
Indu	stry Categories			
	Beauty & Wellness			
2	A Toothless Granny's Cutting Machine	Colgate Palmolive India	Brand David Mumbai	India
3	Don't Brush Your Teeth With Sweets!	Colgate Palmolive India	Brand David Mumbai	India
	Beverages - Alcohol			
4	Who Made Beer King Of The Campsite?	Beam Suntory	The Monkeys Sydney	Australia
	Beverages Non-Alcohol			
5	Joke In A Bottle	The Coca-Cola Company	Ogilvy Gurgaon	India
6	Thums Up - Toofani Biryani Hunt	The Coca-Cola Company	Ogilvy Gurgaon	India
	Consumer Electronics and Durables			
7	Samsung: Think Different	Samsung New Zealand	DDB Group Aotearoa	New Zealand
	Delivery Services			
8	Get Almost Almost Anything	Uber	Special Sydney	Australia
9	Tackling 'Mom Guilt' About Cooking Dinner	Uber	Special Sydney	Australia
	Finance			
10	An Envelope For Women's Financial Fate	Ujjivan Small Finance Bank	McCann New Delhi	India
11	Making Money Speak	Paytm	McCann New Delhi	India
12	NEEYAT. Don't Know What That Is? You Will!	Piramal Capital and Housing Finance	The Womb	India
	Food			
13	Australian Lamb Sizzles With Un- Australia	Meat & Livestock Australia	The Monkeys Sydney	Australia
14	Cadbury 5Star Presents The Mush Detector	Mondelēz India	Ogilvy Mumbai	India
15	Can A Cookie Teach You How To Live?	Britannia Industries	The Womb	India
16	My Birthday Song	Mondelēz India	Ogilvy Mumbai	India

	Government / Institutional			
17	Open All Ages	Shanghai Science and Technology Elderly Service Center	Ogilvy Shanghai	China
18	Right To Care	Quezon City Local Government	MullenLowe TREYNA	Philippines
19	This NZ Election, Australia Decides	Every Kiwi Vote Counts	Special Auckland	New Zealand
20	You Can't Trust Your Tongue	Health Promotion Board	Publicis Singapore	Singapore
21	You're Cooked	Fire and Emergency New Zealand	Motion Sickness / MBM Wellington	New Zealand
	Healthcare			
22	Durex- Durex Academy	Reckitt Benckiser	Fishermen Integrated Malaysia	Malaysia
	Household/Home Products &			
0.0	Services	D . 0 C	DDD O M I :	1 1:
23	See The Signs Of 'Silent Separation' Insurance	Procter & Gamble India	BBDO Mumbai	India
24	Family Defined By Love, Not Law	Future Generali India Insurance	MullenLowe Lintas Mumbai	India
	IT /Telco			
25	Human Network Testing Telecom Network	Vodafone Idea	Ogilvy Mumbai	India
26	SIM Registration Drive	Smart Communications	GIGIL	Philippines
27	Spam To Saviour: A Bharat Journey	Truecaller India	The Womb	India
	Media, Entertainment & Leisure			
28	Til It's Done	Football Australia	Ogilvy Melbourne	Australia
	New Product or Service - Introduction			
29	OOHA. From Unheard Brand To Earworm	The Coca Cola Company	Ogilvy Singapore	Singapore
	New Product or Service - Line Extension			
30	A Brand Ambassador In Every Home	ITC	Brand David Mumbai	India
31	The Single-Handed Triumph	Britannia Industries	The Womb	India
	Other Products & Services			
32	The Seekret To Turn Plateau Into Growth	SEEK	TBWA\Melbourne / UM Melbourne	Australia
	Restaurant			
33	Kiwiburger	McDonald's New Zealand	DDB Group Aotearoa	New Zealand
34	McD Recruitment; This Time It's Personnel	McDonald's Malaysia	IDOTYOU	Malaysia
	Retail			
35	Shop ALDI First	ALDI Australia	BMF	Australia

	Travel / Tourism			
36	Grab's 'Find Me Here' Benches	Grab	Grab Creative	Singapore
37	Singapore's Favourite Side Trip	Gojek	Forsman and Bodenfors	Singapore
Spec	cialty Categories			
	Asia Pacific Brands - Products			
38	Australian Lamb Sizzles With Un- Australia	Meat & Livestock Australia	The Monkeys Sydney	Australia
39	L&P MASA: Manu Applied Science Aotearoa	Coca-Cola Europacific Partners	DDB Group Aotearoa	New Zealand
40	Not Very Sweet	Dutch Mill	Ogilvy Bangkok	Thailand
41	The Dirty Secret Behind Flashy Walls	Astral Pipes	The Womb	India
	Asia Pacific Brands - Services			
42	Drove 1.4Bn Visits In A Nation Of 1.4Bn	Flipkart Internet	Leo Burnett Mumbai	India
43	Human Network Testing Telecom Network	Vodafone Idea	Ogilvy Mumbai	India
44	NEEYAT. Don't Know What That Is? You Will!	Piramal Capital and Housing Finance	The Womb	India
	Brand Revitalisation	The demigration		
45	Can A Cookie Teach You How To Live?	Britannia Industries	The Womb	India
46	Virgin Australia: A Remarkable Comeback	Virgin Australia	Special Sydney	Australia
	Branded Content			
47	Coca-Cola Massita	Coca-Cola Korea	Ogilvy Seoul	South Korea
48	I'm Dying Inside	ModiBodi	Howatson+Company Sydney	Australia
	Branded Utility			
49	An Envelope For Women's Financial Fate	Ujjivan Small Finance Bank	McCann New Delhi	India
50	Grab's 'Find Me Here' Benches	Grab	Grab Creative	Singapore
	Business-to-Business			
51	Helping Farmers Fight Climate Change	PepsiCo India	Leo Burnett Mumbai	India
52	Making Money Speak	Paytm	McCann New Delhi	India
53	The Hire	Indeed	DDB Mudra Group Bangalore	India
	Carpe Diem - Products			
54	Electric Trade-In	Volkswagen New Zealand	DDB Group Aotearoa	New Zealand
55	Making Pretty Impressive Sh!t	Better Packaging	Special Auckland	New Zealand
	Carpe Diem - Services			
56	An Envelope For Women's Financial Fate	Ujjivan Small Finance Bank	McCann New Delhi	India
57	McDonald's Coffee Retirement	McDonald's Hong Kong	DDB Group Hong Kong	Hong Kong
				Indonesia

	Corporate Reputation			
59	Boringly Safe Rides With Grab	Grab	Grab Creative	Singapore
60	Human Network Testing Telecom Network	Vodafone Idea	Ogilvy Mumbai	India
61	McD Recruitment; This Time It's Personnel	McDonald's Malaysia	IDOTYOU	Malaysia
62	McDiploma	McDonald's Hong Kong	DDB Group Hong Kong	Hong Kong
	Crisis Response / Critical Pivot - Services			
63	Helping Farmers Fight Climate Change	PepsiCo India	Leo Burnett Mumbai	India
64	Rep Your Suburb	Whānau Ora	Motion Sickness / MBM Auckland	New Zealand
65	SIM Registration Drive	Smart Communications	GIGIL	Philippines
	Data Driven			
66	Dreams Decoded	Coway Malaysia	Grey Malaysia	Malaysia
67	Helping Farmers Fight Climate Change	PepsiCo India	Leo Burnett Mumbai	India
	David vs. Goliath (Traditional)			
68	Not Very Sweet	Dutch Mill	Ogilvy Bangkok	Thailand
69	Shop ALDI First	ALDI Australia	BMF	Australia
70	Singapore's Favourite Side Trip	Gojek	Forsman and Bodenfors	Singapore
	David vs. Goliath (Situational)			
71	The Hire	Indeed	DDB Mudra Group Bangalore	India
72	Til It's Done	Football Australia	Ogilvy Melbourne	Australia
	Engaged Community			
73	Correct The Internet	Team Heroine	DDB Group Aotearoa	New Zealand
74	Kentucky Fried Couture	KFC Australia	Ogilvy Sydney	Australia
75	This NZ Election, Australia Decides	Every Kiwi Vote Counts	Special Auckland	New Zealand
	Events			
76	This NZ Election, Australia Decides	Every Kiwi Vote Counts	Special Auckland	New Zealand
77	Til It's Done	Football Australia	Ogilvy Melbourne	Australia
	Experiential Marketing - Products			
78	My Birthday Song	Mondelēz India	Ogilvy Mumbai	India
79	See The Signs Of 'Silent Separation'	Procter & Gamble India	BBDO Mumbai	India
80	When the Monsoons Created A Tea Symphony	Unilever India	Ogilvy Mumbai	India

82 83 84 85 85 85	Hagar - Unbroken Kentucky Fried Couture Kiwiburger	Hagar International KFC Australia	DDB Group Hong Kong Ogilvy Sydney	Hong Kong
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84 85 85 1	Kiwiburger		Oglivy Sydney	Australia
85		McDonald's New Zealand	DDB Group Aotearoa	New Zealand
85	Making Money Speak	Paytm	McCann New Delhi	India
	Influencer			
86	Human Network Testing Telecom Network	Vodafone Idea	Ogilvy Mumbai	India
	l Won't Give You A Smile.	McDonald's Holdings (Japan)	TBWA\HAKUHODO	Japan
	SIM Reg: Your Number, Your Identity	Globe Telecom	UXS	Philippines
88	The World's First Hand Ambassador	ITC	Ogilvy Mumbai	India
	Marketing Disruptors			
89	My Birthday Song	Mondelēz India	Ogilvy Mumbai	Australia
90	The Hire	Indeed	DDB Mudra Group Bangalore	India
	Media Idea			
91	Grab's 'Find Me Here' Benches	Grab	Grab Creative	Singapore
	Media Innovation			
l l	Drove 1.4Bn Visits In A Nation Of 1.4Bn	Flipkart Internet	Leo Burnett Mumbai	India
	Grab's 'Find Me Here' Benches	Grab	Grab Creative	Singapore
94	Kiwiburger	McDonald's New Zealand	DDB Group Aotearoa	New Zealand
	When The Monsoons Created A Tea Symphony.	Unilever India	Ogilvy Mumbai	India
	Positive Change: Environmental - Brands			
96	The ANZ Good Energy Home Loan	ANZ	TBWA Auckland	New Zealand
	Positive Change Social Good: Brands - Products			
97	Dove's Journey From Being GOOD To LOVED	Hindustan Unilever	Ogilvy Mumbai	India
	Skins For Skin	Unilever	Ogilvy Singapore	Singapore
	Positive Change Social Good: Brands - Services			
	NEEYAT. Don't Know What That Is? You Will!	Piramal Capital and Housing Finance	The Womb	India
100	Taste Of Korea	McDonald's Korea	Leo Burnett Seoul	South Korea

Non-Profit		Positive Change Social Good:			
102 Open All Ages					
Technology Elderly Service Center Quezon City Local Government Ogilvy Melbourne Australia Seasonal Marketing 105 Australian Lamb Sizzles With Un- Australia 106 Fried Night Footy Short Video Marketing 107 Cool 108 Q5 e-tron 0.03s - Shortest Video Shall Budget-Products 109 Trial By Water Small Budget-Services 110 An Erwelope For Women's Financial Fatee 111 Correct The Internet 112 This NZ Election, Australia Decides Social Media Marketing 113 1982 Sprite - A Meme In A Bottle 114 Correct The Internet 115 The Great Potato Debate McDonald's Australia 116 Creating India's Coffee Generation 117 From Irrelevance To Iconicity Motato Australia New Zealand New Zealand New Jealand New Jealand New Jealand New Zealand New Jealand New Zealand New Z	101	Correct The Internet	Team Heroine	DDB Group Aotearoa	New Zealand
Government	102	Open All Ages	Technology Elderly	Ogilvy Shanghai	China
Seasonal Marketing	103	Right To Care	,	MullenLowe TREYNA	Philippines
Australian Lamb Sizzles With Un-Australia Australia Australia Australia Australia Australia Australia Australia Australia Australia Ogilvy Sydney Australia	104	Til It's Done	Football Australia	Ogilvy Melbourne	Australia
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Short Video Marketing	105			The Monkeys Sydney	Australia
Tobistro Foods GIGIL Philippines	106	•	KFC Australia	Ogilvy Sydney	Australia
Small Budget-Products	107		Tabiatus Es ada	CICII	Dhilin air a
Trial By Water					
Small Budget-Services		Small Budget-Products			
110	109		Mahindra & Mahindra	The Womb	India
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	121			Ogilvy Singapore	Singapore