

APAC Effie Awards 2024 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 The Matildas	1st Place Football Australia	1st Place The Womb	1st Place Ogilvy Melbourne	1st Place Ogilvy
2nd Place Grab	2nd Place Grab	2nd Place Special Auckland	2nd Place McCann New Delhi	2nd Place DDB Worldwide
3rd Place (tie) McDonald's Ujjivan Small Finance Bank	3rd Place (tie) McDonald's Ujjivan Small Finance Bank	3rd Place GIGIL	3rd Place Ogilvy Mumbai	3rd Place McCann Worldgroup

	Entry Title	Category	Client	Lead Agency	Contributing Agencies	Territory
GRAND EFFIE						
	Til It's Done		Football Australia	Ogilvy Melbourne		Australia

No	Entry Title	Category	Client	Lead Agency	Contributing Agencies	Territory
GOLD						
1	Joke in a Bottle	Beverages Non-Alcohol	The Coca-Cola Company	Ogilvy Gurgaon		India
2	Can A Cookie Teach You How To Live?	Food	Britannia Industries	The Womb		India
3	Til It's Done	Media, Entertainment & Leisure	Football Australia	Ogilvy Melbourne		Australia
4	Grab's 'Find Me Here' Benches	Travel / Tourism	Grab	Grab Creative		Singapore
5	Drove 1.4bn Visits In A Nation of 1.4Bn	Asia Pacific Brands - Services	Flipkart Internet	Leo Burnett Mumbai	EssenceMediacom Bangalore / Ransom Film	India
6	An Envelope for Women's Financial Fate	Branded Utility	Ujjivan Small Finance Bank	McCann New Delhi		India
7	Helping Farmers Fight Climate Change	Business-to-Business	PepsiCo India	Leo Burnett Mumbai		India
8	Not Very Sweet	David vs Goliath (Traditional)	Dutch Mill	Ogilvy Bangkok		Thailand
9	Til It's Done	Events	Football Australia	Ogilvy Melbourne		Australia

No	Entry Title	Category	Client	Lead Agency	Contributing Agencies	Territory
10	My Birthday Song	Experiential Marketing - Products	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
11	Grab's 'Find Me Here' Benches	Media Idea	Grab	Grab Creative		Singapore
12	Grab's 'Find Me Here' Benches	Media Innovation	Grab	Grab Creative		Singapore
13	The ANZ Good Energy Home Loan	Positive Change: Environmental - Brands	ANZ	TBWA\Auckland		New Zealand
14	Til It's Done	Positive Change Social Good: Non-Profit	Football Australia	Ogilvy Melbourne		Australia
15	An Envelope for Women's Financial Fate	Small Budget - Services	Ujjivan Small Finance Bank	McCann New Delhi		India
SILVER						
16	Don't Brush Your Teeth With Sweets!	Beauty & Wellness	Colgate Palmolive India	Brand David Mumbai		India
17	Samsung: Think Different	Consumer Electronics and Durables	Samsung New Zealand	DDB Group Aotearoa		New Zealand
18	An Envelope for Women's Financial Fate	Finance	Ujjivan Small Finance Bank	McCann New Delhi		India
19	Cadbury 5Star Presents The Mush Detector	Food	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
20	My Birthday Song	Food	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
21	Durex-Durex Academy	Healthcare	Reckitt Benckiser	Fishermen Integrated Malaysia		Malaysia
22	See The Signs of 'Silent Separation'	Household/Home Products & Services	Procter & Gamble India	BBDO Mumbai		India
23	Spam to Saviour: A Bharat Journey	IT / Telco	Truecaller India	The Womb		India
24	Kiwiburger	Restaurants	McDonald's New Zealand	DDB Group Aotearoa	OMD Auckland / Good Oil	New Zealand
25	Singapore's Favourite Side Trip	Travel / Tourism	Gojek	Forsman & Bodenfors Singapore		Singapore
26	Not Very Sweet	Asia Pacific Brands - Products	Dutch Mill	Ogilvy Bangkok		Thailand
27	Human Network Testing Telecom Network	Asia Pacific Brands - Services	Vodafone Idea	Ogilvy Mumbai		India
28	I'm Dying Inside	Branded Content	ModiBodi	Howatson+Company Sydney		Australia
29	Grab's 'Find Me Here' Benches	Branded Utility	Grab	Grab Creative		Singapore
30	Making Money Speak	Business-to-Business	Paytm	McCann New Delhi		India
31	McDiploma	Corporate Reputation	McDonald's Hong Kong	DDB Group Hong Kong	OMD Hong Kong	Hong Kong
32	Helping Farmers Fight Climate Change	Crisis Response / Critical Pivot - Services	PepsiCo India	Leo Burnett Mumbai		India
33	SIM Registration Drive	Crisis Response / Critical Pivot - Services	Smart Communications	GIGIL		Philippines

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34	Til It's Done	David vs Goliath (Situational)	Football Australia	Ogilvy Melbourne		Australia
35	Kentucky Fried Couture	Engaged Community	KFC Australia	Ogilvy Sydney		Australia
36	This NZ Election, Australia Decides	Engaged Community	Every Kiwi Vote Counts	Special Auckland		New Zealand
37	This NZ Election, Australia Decides	Events	Every Kiwi Vote Counts	Special Auckland		New Zealand
38	Hagar - Unbroken	Experiential Marketing - Services	Hagar International	DDB Group Hong Kong		Hong Kong
39	The Hire	Marketing Disruptors	Indeed	DDB Mudra Group Mumbai		India
40	Drove 1.4bn Visits In A Nation of 1.4Bn	Media Innovation	Flipkart Internet	Leo Burnett Mumbai	EssenceMediacom Bangalore / Ransom Film	India
41	Australian Lamb Sizzles with Un-Australia	Seasonal Marketing	Meat & Livestock Australia	The Monkeys Sydney		Australia
42	Trial By Water	Small Budget - Products	Mahindra & Mahindra	The Womb		India
43	Correct the Internet	Social Media Marketing	Team Heroine	DDB Group Aotearoa	FINCH	New Zealand
44	Creating India's Coffee Generation	Sustained Success - Products	Nestlé India	McCann New Delhi		India
BRONZE						
45	A Toothless Granny's Cutting Machine	Beauty & Wellness	Colgate Palmolive India	Brand David Mumbai		India
46	Thums Up - Toofani Biryani Hunt	Beverages Non-Alcohol	The Coca-Cola Company	Ogilvy Gurgaon		India
47	Get Almost Almost Anything	Delivery Services	Uber Eats	Special Sydney	EssenceMediacom Sydney	Australia
48	Making Money Speak	Finance	Paytm	McCann New Delhi		India
49	NEEYAT. Don't Know What That Is? You Will!	Finance	Piramal Capital and Housing Finance	The Womb		India
50	Australian Lamb Sizzles with Un-Australia	Food	Meat & Livestock Australia	The Monkeys Sydney		Australia
51	This NZ Election, Australia Decides	Government / Institutional	Every Kiwi Vote Counts	Special Auckland		New Zealand
52	Human Network Testing Telecom Network	IT / Telco	Vodafone Idea	Ogilvy Mumbai		India
53	OOHA. From Unheard Brand to Earworm	New Product or Service - Introduction	The Coca-Cola Company	Ogilvy Singapore	Ogilvy Bangkok / EssenceMediacom Singapore	Singapore
54	A Brand Ambassador in Every Home	New Product or Service - Line Extension	ITC	Brand David Mumbai		India
55	The Seekret To Turn Plateau Into Growth	Other Products & Services	SEEK	TBWA\Melbourne / UM Melbourne	Good Oil / Louis&Co / The Editors	Australia
56	Shop ALDI First	Retail	ALDI Australia	BMF		Australia
57	Australian Lamb Sizzles with Un-Australia	Asia Pacific Brands - Products	Meat & Livestock Australia	The Monkeys Sydney		Australia
58	Coca-Cola Massita	Branded Content	Coca-Cola Korea	Ogilvy Seoul	Dentsu Seoul / 1CD	Korea

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59	The Hire	Business-to-Business	Indeed	DDB Mudra Group Mumbai		India
60	An Envelope for Women's Financial Fate	Carpe Diem - Services	Ujjivan Small Finance Bank	McCann New Delhi		India
61	McDonald's Coffee Retirement	Carpe Diem - Services	McDonald's Hong Kong	DDB Group Hong Kong	OMD Hong Kong	Hong Kong
62	Human Network Testing Telecom Network	Corporate Reputation	Vodafone Idea	Ogilvy Mumbai		India
63	McD Recruitment; This Time It's Personnel	Corporate Reputation	McDonald's Malaysia	IDOTYOU	Pishang Creative / Yes Studios	Malaysia
64	Rep Your Suburb	Crisis Response / Critical Pivot - Services	Whānau Ora	Motion Sickness / MBM Auckland		New Zealand
65	Dreams Decoded	Data Driven	Coway Malaysia	Grey Malaysia	Ampersand Advisory / Zeno Kuala Lumpur / Directors Think Tank / Colony Group	Malaysia
66	The Hire	David vs Goliath (Situational)	Indeed	DDB Mudra Group Mumbai		India
67	Shop ALDI First	David vs Goliath (Traditional)	ALDI Australia	BMF		Australia
68	Singapore's Favourite Side Trip	David vs Goliath (Traditional)	Gojek	Forsman & Bodenfors Singapore		Singapore
69	When The Monsoons Created A Tea Symphony	Experiential Marketing - Products	Unilever India	Ogilvy Mumbai		India
70	Kiwiburger	Experiential Marketing - Services	McDonald's New Zealand	DDB Group Aotearoa	OMD Auckland / Good Oil	New Zealand
71	I Won't Give You A Smile	Influencer	McDonald's Japan	TBWA\HAKUHODO		Japan
72	Kiwiburger	Media Innovation	McDonald's New Zealand	DDB Group Aotearoa	OMD Auckland / Good Oil	New Zealand
73	Dove's Journey From Being GOOD to LOVED	Positive Change Social Good: Brands - Products	Hindustan Unilever	Ogilvy Mumbai	Chrome Pictures Mumbai / Mindshare Mumbai / MSL Group Mumbai	India
74	Skins for Skin	Positive Change Social Good: Brands - Products	Unilever Singapore	Ogilvy Singapore		Singapore
75	NEEYAT. Don't Know What That Is? You Will!	Positive Change Social Good: Brands - Services	Piramal Capital and Housing Finance	The Womb		India
76	Taste of Korea	Positive Change Social Good: Brands - Services	McDonald's Korea	Leo Burnett Seoul		Korea
77	Correct the Internet	Positive Change Social Good: Non-Profit	Team Heroine	DDB Group Aotearoa	FINCH	New Zealand
78	Right to Care	Positive Change Social Good: Non-Profit	Quezon City Local Government	MullenLowe TREYNA		Philippines
79	Fried Night Footy	Seasonal Marketing	KFC Australia	Ogilvy Sydney		Australia

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80	Cool	Short Video Marketing	Tobistro Foods	GIGIL		Philippines
81	Q5 e-tron 0.03s - Shortest Video	Short Video Marketing	SAIC Audi	Ogilvy Shanghai		China
82	Correct the Internet	Small Budget - Services	Team Heroine	DDB Group Aotearoa		New Zealand
83	1982 Sprite - A Meme in a Bottle	Social Media Marketing	The Coca-Cola Company	Ogilvy Shanghai / EssenceMediacom Shanghai		China
84	From Irrelevancy to Iconicity	Sustained Success - Products	Royal Enfield (Eicher Motors)	DDB Mudra Group Mumbai		India
85	Subway: Korean Drama's Unlikely Star	Sustained Success - Services	Subway Korea	Haenaem Communication		Korea
86	L&P MASA: Manu Applied Science Aotearoa	Youth Marketing	Coca-Cola Europacific Partners	DDB Group Aotearoa	Rocket Network	New Zealand
87	OOHA. From Unheard Brand to Earworm	Youth Marketing	The Coca-Cola Company	Ogilvy Singapore	Ogilvy Bangkok / EssenceMediacom Singapore	Singapore
FINALIST						
88	Who Made Beer King of the Campsite?	Beverages – Alcohol	Beam Suntory	The Monkeys Sydney		Australia
89	Tackling 'Mom Guilt' About Cooking Dinner	Delivery Services	Uber Eats Japan	Special Sydney	EssenceMediacom Tokyo	Australia
90	Open All Ages	Government / Institutional	Shanghai Science and Technology Elderly Service Center	Ogilvy Shanghai		China
91	Right to Care	Government / Institutional	Quezon City Local Government	MullenLowe TREYNA		Philippines
92	You Can't Trust Your Tongue	Government / Institutional	Health Promotion Board	Publicis Singapore		Singapore
93	You're Cooked	Government / Institutional	Fire and Emergency New Zealand	Motion Sickness / MBM Wellington	Verian Group	New Zealand
94	Family Defined By Love, Not Law	Insurance	Future Generali India Insurance	MullenLowe Lintas Mumbai		India
95	SIM Registration Drive	IT / Telco	Smart Communications	GIGIL		Philippines
96	The Single-Handed Triumph	New Product or Service - Line Extension	Britannia Industries	The Womb		India
97	McD Recruitment; This Time It's Personnel	Restaurants	McDonald's Malaysia	IDOTYOU	Pishang Creative / Yes Studios	Malaysia
98	Music That Finds You	Multi-Market Services	Spotify	Juice / UM Singapore		Singapore
99	L&P MASA: Manu Applied Science Aotearoa	Asia Pacific Brands - Products	Coca-Cola Europacific Partners	DDB Group Aotearoa	Rocket Network	New Zealand
100	The Dirty Secret Behind Flashy Walls	Asia Pacific Brands - Products	Astral Pipes	The Womb		India
101	NEEYAT. Don't Know What That Is? You Will!	Asia Pacific Brands	Piramal Capital and Housing Finance	The Womb		India
102	Can A Cookie Teach You How To Live?	Brand Revitalisation	Britannia Industries	The Womb		India

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103	Virgin Australia: A Remarkable Comeback	Brand Revitalisation	Virgin Australia	Special Sydney	PHD Sydney / Division / The Editors / Fin Design & Effects	Australia
104	Electric Trade-In	Carpe Diem - Products	Volkswagen New Zealand	DDB Group Aotearoa		New Zealand
105	Making Pretty Impressive Sh!t	Carpe Diem - Products	Better Packaging	Special Auckland		New Zealand
106	The Untranslated Ad	Carpe Diem - Services	McDonald's Indonesia	Leo Burnett Jakarta		Indonesia
107	Boringly Safe Rides With Grab	Corporate Reputation	Grab	Grab Creative		Singapore
108	Helping Farmers Fight Climate Change	Data Driven	PepsiCo India	Leo Burnett Mumbai		India
109	Correct The Internet	Engaged Community	Team Heroine	DDB Group Aotearoa	FINCH	New Zealand
110	See The Signs Of 'Silent Separation'	Experiential Marketing - Products	Procter & Gamble India	BBDO Mumbai		India
111	Kentucky Fried Couture	Experiential Marketing - Services	KFC Australia	Ogilvy Sydney		Australia
112	Making Money Speak	Experiential Marketing - Services	Paytm	McCann New Delhi		India
113	Human Network Testing Telecom Network	Influencer	Vodafone Idea	Ogilvy Mumbai		India
114	SIM Reg: Your Number, Your Identity	Influencer	Globe Telecom	UXS		Philippines
115	The World's First Hand Ambassador	Influencer	ITC	Ogilvy Mumbai		India
116	My Birthday Song	Marketing Disruptors	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
117	When The Monsoons Created A Tea Symphony	Media Innovation	Unilever India	Ogilvy Mumbai		India
118	Open All Ages	Positive Change Social Good: Non-Profit	Shanghai Science and Technology Elderly Service Center	Ogilvy Shanghai		China
119	This NZ Election, Australia Decides	Small Budget-Services	Every Kiwi Vote Counts	Special Auckland		New Zealand
120	The Great Potato Debate	Social Media Marketing	McDonald's Australia	DDB Group Sydney	Mango Sydney	Australia
121	See The Signs Of 'Silent Separation'	Sustained Success - Products	Procter & Gamble India	BBDO Mumbai		India