



APAC Effie Awards 2015 Finalists

	Entry Title	Agency	Client	Country
Single Market - Products & Services Categories				
Automotive				
1	Great Just became Interesting	Grey Group	Fiat India	India
2	Honda Odyssey - Be Our Best Critic	Leo Burnett Melbourne	Honda Australia	Australia
Beauty & Wellness				
3	Envy can be a positive force	JWT	SSUP	Thailand
4	Gillette-Scandal Shave	BBDO China	P&G	China
5	Shampoo Advertising. Where's the hair	Mindshare Malaysia	Unilever Malaysia	Malaysia
6	Winged Eye	McCann Melbourne	L'Oreal Paris	Australia
Beverages - Alcohol				
7	How being stupid was sensible	Clemenger BBDO Melbourne	Carlton United Breweries	Australia
Beverages Non-Alcohol				
8	Re-defining Coffee for India	McCann World Group	Nestle	India
9	Taking On Formality In Indian Homes	McCann World Group	Coca-Cola	India
10	Taste of Togetherness	Ogilvy & Mather	Hindustan Unilever	India
Consumer Electronics and Durables				
11	Help Your Child Shine	BBDO Proximity Singapore	Hewlett-Packard	Singapore
Corporate Reputation/Professional Services				
12	The Attention Powered Car	JWT Sydney	RAC Western Australia	Australia
Financial Products & Services				
13	AAMI's Rhonda and Ketut- A Love Story	Ogilvy & Mather	Suncorp	Australia
14	Locally Famous	McCann Sydney	MasterCard	Australia
15	OCBC Wakes up everyone's money	McCann Worldgroup Singapore	OCBC Bank	Singapore
16	The Priceless Engine - JT Campaign	TBWA\ Singapore	MasterCard	Singapore
17	Visa-Get Lost	BBDO China	Visa	China
Food				
18	Kissanpur: Real Connectivity	Lowe Lintas + Partners	Unilever India	India
19	Made With Love In	Y&R NZ	Nutricia	New Zealand

Government/Institutional				
20	Kick The Habit	Goodfellas	NCPG	Singapore
21	Mistakes	Clemenger BBDO	New Zealand Transport Agency	New Zealand
22	The Campaign That Created History	Ogilvy & Mather	Bharatiya Janata Party (BJP)	India
Healthcare				
23	Bandaid-Heal with love	BBDO China	Shanghai Johnson & Johnson	China
24	Break the Barrier	The Brand Agency	St John Ambulance Western Australia	Australia
25	Penny the Pirate	Saatchi & Saatchi	Luxottica	Australia
26	Wonder Core	Hakuhodo	Oak Lawn Marketing	Japan
Household/Home Products & Services				
27	Discover the joy of gathering @IKEA	Ogilvy & Mather Advertising Taipei	IKEA	Taiwan
28	Fish where the big fish are	Ogilvy & Mather	Philips	India
29	One Step at a Time	Lowé Singapore	Unilever	Singapore
IT/Telco				
30	Giving is the Best Communication	Ogilvy & Mather Advertising	TrueMove H	Thailand
31	Google Reunion	Ogilvy & Mather	Google India	India
32	Say No To Roamaphobia	Ogilvy	SingTel	Singapore
33	Stay Living: Slaying Sales Targets	The Monkeys	Boost Mobile	Australia
34	#PledgeToVote	Ogilvy & Mather	Google India	India
Media, Entertainment & Leisure				
35	Bring Down The King	DDB Group NZ	SKY Television New Zealand	New Zealand
36	Star Sports - Pro Kabaddi	Ogilvy & Mather	Star India	India
Restaurants				
37	KFC Black Magic Burger	Ogilvy & Mather Advertising	KFC	Thailand
38	Motel BK	Colenso BBDO	Burger King	New Zealand
Retail				
39	Rabbit Billboard	Barnes, Catmur & Friends	Hell Pizza	New Zealand
Single Market - Specialty Categories				
Asia Pacific Brands				
40	From 'Dark' to Connectivity	Lowé Lintas + Partners	Unilever India	India
41	Kissanpur: Real Connectivity	Lowé Lintas + Partners	Unilever India	India
Brand Experience				
42	Bring Down The King	DDB Group NZ	SKY Television New Zealand	New Zealand

43	Gillette-Scandal Shave	BBDO China	P&G	China
44	How 'cat-call' sparked a debate	Clemenger BBDO Melbourne	MARS Australia	Australia
Brand Revitalisation				
45	Bandaid-Heal with love	BBDO China	Shanghai Johnson & Johnson	China
46	Gillette-Scandal Shave	BBDO China	P&G	China
47	Made With Love In	Y&R NZ	Nutricia	New Zealand
Branded Utility				
48	EyeCheck App	Saatchi & Saatchi	Luxottica	Australia
49	From 'Dark' to Connectivity	Lowé Lintas + Partners	Unilever India	India
David vs Goliath				
50	Ease Baby Pee Finder	Ogilvy&Mather Shanghai	Kimberly-Clark (China)	China
51	Rabbit Billboard	Barnes, Catmur & Friends	Hell Pizza	New Zealand
52	Star Sports - Pro Kabaddi	Ogilvy & Mather	Star India	India
GoodWorks - Brand				
53	Help A Child Reach 5	Lowé + Partners Worldwide	Unilever	United Kingdom
54	Kit Kat as a Train Ticket	JWT	Alex Villela	Japan
55	Project RecyClass	Ogilvy & Mather Philippines	Mondelez International Philippines	Philippines
56	#PledgeToVote	Ogilvy & Mather	Google India	India
GoodWorks - Non Profit				
57	A World without Animals	DDB Group NZ	Paw Justice	New Zealand
58	Message Barter	Ogilvy & Mather	The Akanksha Foundation	India
59	No Child Brides	Havas Worldwide	Child Survival India	India
60	Not A Bug Splat	BBDO Pakistan	Reprieve/FFR	Pakistan
61	Share My Dabba	McCann World Group	HappyLife Welfare Org.	India
Media Innovation				
62	Don't Look Away	Ogilvy & Mather Advertising, Hong Kong	Orbis	Hong Kong
63	From 'Dark' to Connectivity	Lowé Lintas + Partners	Unilever India	India
64	Rice-code	Hakuhodo	Inakadate Village	Japan
65	Share For Dogs	Colenso BBDO	Mars Pedigree	New Zealand
New Product or Service				
66	From 'Dark' to Connectivity	Lowé Lintas + Partners	Unilever India	India
Small Budget - Products				
67	How 'cat-call' sparked a debate	Clemenger BBDO Melbourne	MARS Australia	Australia
68	Rabbit Billboard	Barnes, Catmur & Friends	Hell Pizza	New Zealand

69	Share For Dogs	Colenso BBDO	Mars Pedigree	New Zealand
Small Budget - Services				
70	A World without Animals	DDB Group NZ	Paw Justice	New Zealand
71	Message Barter	Ogilvy & Mather	The Akanksha Foundation	India
72	Mother Book: The world's first-ever	Dentsu	Kishokai Medical Co.	Japan
73	Win Richard's Points	Clemenger BBDO Sydney	Steve Baird	Australia
Sponsorship & Event Marketing				
74	Don't Let Go	Colenso BBDO	Samsung	New Zealand
75	Instagram Marathon	Ogilvy & Mather Advertising, Hong Kong	Nike Hong Kong	Hong Kong
76	L'oreal Paris. The Winged Eye Look	McCann Melbourne	L'Oreal Paris	Australia
77	Making data sexy	OgilvyOne	IBM	Australia
Sustained Success				
78	AAMI's Rhonda and Ketut- A Love Story	Ogilvy & Mather	Suncorp	Australia
79	CDM Silk Sustained	Ogilvy & Mather	Mondelez India Foods	India
80	Humanizing Technology in India	Ogilvy & Mather	VOLTAS	India
81	MP- Winning the Heart of India	Ogilvy & Mather	Madhya Pradesh Tourism	India
82	Tayyari Jeet Ki (Prepare to Win)	Ogilvy & Mather	Mondelez India Foods	India
83	You'll Only Need One	DDB Group NZ	STIHL	New Zealand
Youth Marketing				
84	Drinking, do it properly.	Clemenger BBDO Melbourne	DrinkWise Australia	Australia
85	Penny the Pirate	Saatchi & Saatchi	Luxottica	Australia
86	What are you doing on ice?	Lifelounge	Department of Health, Victoria	Australia
87	#PledgeToVote	Ogilvy & Mather	Google India	India
Multi-Market - Products & Services Categories				
88	Epson "Think Outside The Printer"	Ogilvy & Mather	Epson Singapore	Singapore
89	IKEA BookBook Campaign	BBH Asia Pacific	IKANO	Singapore
90	McDonald's: Surprise Alarm	DDB Group Singapore	McDonald's APMEA	Singapore
91	Real Life Never Stops	TBWA\ Hong Kong	AIA Group	Hong Kong
92	The Priceless Engine - JT Campaign	TBWA\ Singapore	MasterCard	Singapore