



136 Finalists to Contend at the APAC Effie Awards 2016

Singapore (3 March 2016) – 136 entries have made it as finalists and will be contending for metals at the Asia Pacific Effie Awards 2016.

Each of these finalists have been through two rounds of rigorous judging by an expert jury comprising 130 senior level advertising and marketing professionals from agencies and clients across the region. Leading the jury are the 2016 Awards Chairman, Cheuk Chiang and 5 Heads of Jury – Anthony Wong of Ogilvy & Mather Group, Nagesh Alai of FCB, Richard Murphy of McDonalds Corporation, Sandeep Seth of P&G and Michelle Guthrie, who has since left Google Asia Pacific.

Spanning across 35 Single Market and Multi-Market categories, the finalists have stood out with their outstanding results, amongst the hundreds of entries submitted into APAC Effie Awards 2016. The finalists are represented by agencies from 15 countries, with the greatest number of entries from India.

Dominating the list of finalists are entries from Ogilvy & Mather, MullenLowe and BBDO. Others agency networks that contributed several entries on the list include McCann, TBWA, Grey Group and Barnes, Catmur & Friends.

The APAC Effie Awards honours the region's most outstanding marketing communication works that have proven results in meeting strategic objectives and is known by the advertisers and agencies as the gold standard in marketing effectiveness.

Award Chairman, Cheuk Chiang commented, "It is inspiring to see such a great calibre of entries, achieving compelling results and rooted in strategic innovation. This year, the jury has been tougher in our evaluation of the work, so entries which have made it to this stage are indeed campaigns which have demonstrated truly outstanding results and excellence in effectiveness. APAC Effie is the industry symbol when it comes to excellence in marketing effectiveness and the high standard of finalists clearly demonstrates that. Congratulations to all the finalists."

Winners will be announced at the Awards Gala, which will be held at Intercontinental Singapore, Grand Ballroom on 21 April 2016. For more information, please visit www.apaceffie.com

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APAC Effie Awards 2016 Finalists

	Entry Title	Agency	Client	Country
Single Market – Products & Services Categories				
Automotive				
1	GO! GLA	Hakuhodo The Day / Hakuhodo	Mercedes-Benz Japan Co.	Japan
2	Love from Land Rover	Y&R New Zealand	Land Rover New Zealand	New Zealand
3	The Xtreme Delivery	TBWA Hakuhodo	Nissan Motor Co.	Japan
4	Tough Is Not Enough	Blue Hive Australia	Ford Motor Company Australia	Australia
Beauty & Wellness				
5	Band-Aid Heal with Love	BBDO & Proximity China	Shanghai Johnson & Johnson Pharmaceuticals	China
6	Brave and Beautiful	MullenLowe Lintas Group	Dabur India	India
7	Breast Cream	Colenso BBDO / Proximity	NZ Breast Cancer Foundation / Skinfood	New Zealand
Beverages – Alcohol				
8	Pure Potential	Special Group	Lion	New Zealand
9	The Unofficial Official Beer of SG	BBDO Singapore	Asia Pacific Breweries	Singapore
10	2015 RIO Brand Campaign	McCANN	RIO	China
Beverages – Non-Alcohol				
11	AdaAQUA	Y&R Indonesia	Danone	Indonesia
12	Art of OLDTOWN	Spin Communications	White Cafe	Malaysia
13	Cut Through the Heat	McCann Worldgroup	Cocoa Cola South Pacific	Australia
14	Give Truth a Chance	Ogilvy & Mather	Coca Cola India	India
15	Must Be Milk	Colenso BBDO / Proximity	Fonterra	New Zealand
16	Redefining Coffee for India	McCann Worldgroup	Nestle India	India
17	Reversing the Curse of the Concentrates	Bates India	Mondelez India Foods	India
Consumer Electronics and Durables				
18	#RespectForWomen	MullenLowe Lintas Group,	Havells India	India

		India		
19	Start Something New	TBWA \ Media Arts Lab	Apple, Inc.	China
Corporate Reputation/Professional Services				
20	Omron: Donate Your Voice To Help Someone See	McCann Worldgroup	Omron Automation India	India
21	OSUSOWAKE	McCann Erickson Japan Inc.	Amway Japan G.K.	Japan
Financial Products & Services				
22	A Revolutionary Convergence	Digital Arts Network	Mastercard	Singapore
23	DBS Credit Card "Friendly Rivalry"	IPG HK	DBS Bank Hong Kong	Hong Kong
24	Democratising Money Transfer	Ogilvy & Mather Advertising	Vodafone India	India
25	Nimble It And Move On	McCann Melbourne	Nimble	Australia
26	Price of Living 2040	PHD Hong Kong	Manulife (International)	Hong Kong
27	Real Claims	Colenso BBDO/ Proximity / Assembly	IAG	New Zealand
28	Uncle Sim's So Simple Tips	BBDO Singapore	Visa Worldwide	Singapore
29	Visa The Voice	BBDO & Proximity China / OMD China	Visa Information System (Shanghai)	China
30	\$HRED	Colenso BBDO / Proximity	Bank of New Zealand	New Zealand
Food				
31	#MyFamilyCan	Leo Burnett Melbourne	SPC Ardmona	Australia
32	Hungry Slip Ups	BBDO Hong Kong	Mars Food Inc.	Hong Kong
33	Selling Without Selling	J. Walter Thompson Sydney	Kellogg's Australia	Australia
34	Snickers, Hungry Barber	I&S BBDO / BBDO Japan	Mars Japan	Japan
Government/Institutional				
35	Bet Regret	McCann Melbourne	VRGF	Australia
36	Winning the War vs Alcohol/Violence	J. Walter Thompson	NSW Government	Australia
Healthcare				
37	2015 Daktarin IMC Campaign	BBDO China (Beijing)	Johnson & Johnson	China
38	An Ugly Disease Turned Beautiful	Grey	MS	Australia
39	Constipasana – a posture of relief	MullenLowe Lintas Group, India	Abbott India	India
Household/Home Products & Services				
40	Ariel – Share The Load	BBDO India	Procter & Gamble India	India
IT/Telco				

41	Maxis' New Network	Ogilvy Malaysia	Maxis Mobile Services	Malaysia
Media, Entertainment & Leisure				
42	Ashbeclee	303LOWE	Perth Racing	Australia
43	Broadcasting Social Change	Ogilvy and Mather	Star India	India
44	Reclaiming the Footy Radio Crown	Whybin\TBWA Group	3AW	Australia
45	The Suffering of Buffering	MullenLowe Lintas Group, India	Google, India	India
Other Products & Services				
46	A Day Made Better Teacher Awards	Ogilvy Melbourne	OfficeMax Australia	Australia
47	adidas Originals #THIS IS ME	Carat China	adidas	China
48	Cellphone to Sellphone	MullenLowe Lintas Group, India	OLX India	India
49	Daily Recharge	Ogilvy & Mather	Tata Sky	India
50	Holding Hands in Depend	Diamond Ogilvy	Yuhan Kimberly	Korea
51	INTI SPMSURESKOR	Ogilvy Malaysia	INTI International University & Colleges	Malaysia
52	Time to go shopping at the TAB	Whybin\TBWA Group Sydney	Tabcorp	Australia
Real Estate				
53	Australia Lives Here	BWM Dentsu Melbourne	realestate.com.au	Australia
Restaurants				
54	Half A Dish	McCann & Spencer	Café de Coral	Hong Kong
55	Holding Australia To Ransom	Barnes, Catmur& Friends	Hell Pizza	New Zealand
Retail				
56	Challenge 100	Lowe China	Anta	China
57	Wish Chain	MullenLowe Lintas Group, India	Flipkart Internet	India
Travel / Tourism				
58	Diu – Ilha De Calma	Ogilvy & Mather India	Daman and Diu Tourism	India
59	Scoot Inspiring Spirit	Saatchi & Saatchi	Scoot	Singapore
60	Tiger Infrequent Flyers Club	McCann Melbourne	Tigerair	Australia
61	VisitBritain Naming Campaign	Ogilvy Beijing	VisitBritain	China
Single Market – Specialty Categories				
Asia Pacific Brands				
62	#RespectForWomen	MullenLowe Lintas Group, India	Havells India	India

63	AdaAQUA	Y&R Indonesia	Danone	Indonesia
64	Fool-proof Internet Service	Mullen Lowe Lintas Group, India	Idea Cellular	India
65	Holding Australia to Ransom	Barnes, Catmur& Friends	Hell Pizza	New Zealand
66	Maxis' New Network	Ogilvy Malaysia	Maxis Mobile Services	Malaysia
67	Must Be Milk	Colenso BBDO / Proximity	Fonterra	New Zealand
Brand Experience				
68	An Ugly Disease Turned Beautiful	Grey	MS	Australia
69	Art of OLDTOWN	Spin Communications	White Cafe	Malaysia
70	Dove "Silk Smooth ASMR"	BBDO Beijing (China)	Mars Food China	China
71	House of Little Moments Campaign	ADK Taiwan	Uni-President	Taiwan
72	Love from Land Rover	Y&R New Zealand	Land Rover New Zealand	New Zealand
73	Nike HKG Women Race – Better for it	Ogilvy & Mather Group, Hong Kong	Nike Hong Kong	Hong Kong
74	Price of Living 2040	PHD Hong Kong	Manulife (International)	Hong Kong
75	TURD Talks	Y&R Philippines Inc.	SilidAralan	Philippines
76	VisitBritain Naming Campaign	Ogilvy Beijing	VisitBritain	China
Brand Revitalisation				
77	3 More Years	MullenLowe Lintas Group, India	Hindustan Unilever	India
78	Ariel – Share The Load	BBDO India	Procter & Gamble India	India
79	Band-Aid Heal with love	BBDO & Proximity China	Shanghai Johnson & Johnson Pharmaceuticals	China
80	Dettol Squeezy: Teaching India the Dettol Habit	McCann Worldgroup	Reckitt Benckiser (India)	India
81	Must Be Milk	Colenso BBDO / Proximity	Fonterra	New Zealand
82	Sanifresh – 700 to 7 steps	Ogilvy & Mather	Dabur India	India
Branded Utility				
83	An Ugly Disease Turned Beautiful	Grey	MS	Australia
84	House of Little Moments Campaign	ADK Taiwan	Uni-President	Taiwan
85	Rin Career Ready Academy	PHD India	Hindustan Unilever	India
86	Track The Bite	MullenLowe Lintas Group,	Godrej Consumer	India

		India	Products	
Business-to-Business				
87	Broken Promises	MullenLowe Lintas Group, India	Practo Technologies	India
88	IBM BlueHub	Ogilvy and Mather Japan	IBM Japan	Japan
89	Made in China 2.0	Ogilvy & Mather Singapore / Ogilvy & Mather Shanghai	UPS	Singapore / China
David vs Goliath				
90	An Ugly Disease Turned Beautiful	Grey	MS	Australia
91	Brave and Beautiful	MullenLowe Lintas Group, India	Dabur India	India
92	Introducing India to Commute Commerce	Enormous	Clues Network	India
Goodworks – Brand				
93	ANZ's push for an equal future.	Whybin TBWA Melbourne	ANZ	Australia
94	Ariel – Share The Load	BBDO India	Procter & Gamble India	India
95	Brave and Beautiful	MullenLowe Lintas Group, India	Dabur India	India
96	OrangeAid – Last Day of School	BBH Asia Pacific / OMD Singapore	NTUC Income	Singapore
97	Spreading a million smiles	Red Fuse Communications	Colgate Palmolive (India)	India
Goodworks – Non-Profit				
98	Breast Cream	Colenso BBDO / Proximity	NZ Breast Cancer Foundation / Skinfood	New Zealand
99	CHOR CHANG	Ogilvy & Mather Advertising Bangkok	WWF-THAILAND	Thailand
100	Devalue Rhino Horn	Ogilvy & Mather Viet Nam	Rhino Rescue Project	Vietnam
101	End Acid Sale	Ogilvy & Mather	Make Love Not Scars	India
Media Innovation				
102	Holding Australia To Ransom	Barnes, Catmur& Friends	Hell Pizza	New Zealand
103	Know Your English Banner	Grey Group Singapore	British Council Singapore	Singapore
104	VisitBritain Naming Campaign	Ogilvy Beijing	VisitBritain	China
New Product or Service				
105	Introducing LUX Luminique in Japan	J. Walter Thompson	Unilever Japan Service K.K.	Singapore
106	Truecaller – Take The Right Call	Contract Advertising India	True Software Scandinavia AB	India

Real-Time Marketing				
107	Challenge 100	Lowe China	Anta	China
108	Hershey's Happygrams	MRM/McCANN Singapore	The Hershey Company	Singapore
109	VisitBritain Naming Campaign	Ogilvy Beijing	VisitBritain	China
Small Budget – Products				
110	Breast Cream	Colenso BBDO / Proximity	NZ Breast Cancer Foundation / Skinfood	New Zealand
111	Holding Australia To Ransom	Barnes, Catmur& Friends	Hell Pizza	New Zealand
112	Hungry Slip Ups	BBDO Hong Kong	Mars Food Inc.	Hong Kong
113	Love from Land Rover	Y&R New Zealand	Land Rover New Zealand	New Zealand
114	Snickers, Hungry Barber	I&S BBDO / BBDO Japan	Mars Japan	Japan
Small Budget – Services				
115	A for Anthem	Ogilvy and Mather	The Akanksha Foundation	India
116	CHOR CHANG	Ogilvy & Mather Advertising Bangkok	WWF-Thailand	Thailand
Sponsorship & Event Marketing				
117	2014 361° Asian Games Campaign	Ogilvy Beijing	361° (China) Co.	China
118	An Ugly Disease Turned Beautiful	Grey	MS	Australia
119	Challenge 100	Lowe China	Anta	China
120	Nike HKG Women Race – Better for it	Ogilvy & Mather Group, Hong Kong	Nike Hong Kong	Hong Kong
121	OMO Reunion Champions	Mullen Lowe Group	Unilever	Singapore
Sustained Success				
122	An Idea Can Change Your Life	MullenLowe Lintas Group, India	Idea Cellular	India
123	Curing Beer Boredom for 5 Years	The Works	Beam Suntory	Australia
124	Discovering Real Togetherness	MullenLowe Lintas Group, India	Hindustan Unilever	India
125	Hell Pizza	Barnes, Catmur& Friends	Hell Pizza	New Zealand
126	India Wakes Up to Tooth Sensitivity	Grey Group	GSK Consumer Healthcare	India
127	Legend	Clemenger BBDO	New Zealand Transport Agency	New Zealand
128	Packaged Good to Packaging Good	MullenLowe Lintas Group, India	Tata Global Beverages	India

129	PX Mart, from No Body to Somebody	Ogilvy & Mather Advertising Taiwan	PX MART	Taiwan
130	The People's Beer	Barnes, Catmur& Friends	Boundary Road Brewery	New Zealand
131	#HelpAChildReach5 – 2014	MullenLowe Lintas Group, India	Hindustan Unilever	India
Youth Marketing				
132	adidas Originals #THIS IS ME	Carat China	adidas	China
133	First Move	MullenLowe Lintas Group, India	Hindustan Unilever	India
134	Go Solo	MullenLowe Lintas Group, India	Star India	India
135	Travel Made Different	BBH Asia Pacific / Germs Singapore	NTU Income	Singapore
Multi-Market – Products & Services				
136	World Gallery	TBWA \ Media Arts Lab	Apple, Inc.	United States

About APAC Effie Awards

Organised by the Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group, APAC Effie Awards honours the region's most outstanding marketing communication works that have proven results in meeting strategic objectives. APAC Effie aims to champion practices of marketing effectiveness excellence in the Asia Pacific region, and provides the growing industry with a regional platform where the best campaigns are celebrated.

Introduced by the New York American Marketing Association in 1968, the Effie Awards have since been recognised by advertisers and agencies as the pre-eminent award in the advertising industry and global standard of marketing effectiveness excellence. Today, Effie celebrates effectiveness worldwide with the Global Effie, the APAC Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs.

About The Confederation of Asian Advertising Agency Associations (CAAAA)

CAAAA is a non-profit organisation established by advertising agency associations in Asia whose key mission is to further the business interest of advertising companies/agencies in the region. CAAA works in close collaboration with stakeholders in the marketing communications industry across the region, including North, South and Southeast Asia, to support uniform professional standards and norms, and to enhance the profile and stature of the industry.

About Tenasia Group

Tenasia Group specialises in staging professional and influential industry events that inspire. Building on their expertise in delivering high-quality industry events, award shows and conferences, Tenasia's portfolio of businesses aims to provide a platform for the exchange of ideas and knowledge, shaping business opportunities in the region and celebrating achievements in specific fields.

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