

APAC Effie Awards 2020

Results (Day 1)

Products & Services | Multi-Market Products & Services | Positive Change

*The full list of winners will be available after Day 2

No	Entry Title	Category	Client	Lead Agencies	Contributing Agencies	Country
GOLD						
1	#StopMithani	Positive Change Social Good - Brands	HDFC Bank	The Leo Group Mumbai		India
2	Hungry Puffs	Positive Change Social Good - Non-Profit	Foodbank WA	The Brand Agency Perth		Australia
3	Bring Back The Idols	Food	Mars Japan	BBDO Japan		Japan
4	The "Mensus"	Government / Institutional	Movember	BC&F Dentsu Auckland	MKTG Auckland Carat Auckland	New Zealand
5	The Deciding Question	Government / Institutional	New Zealand Police	Stanley St Auckland		New Zealand
6	Michelin Impossible	Restaurants	KFC Australia	Ogilvy Sydney		Australia
7	Loyalty Pointless Points	Retail	ALDI Australia	BMF Sydney		Australia
8	Studs	Retail	Levi's	GIGIL		Philippines
9	The Split Sponsorship	Travel / Tourism	Marriott International	Ogilvy Hong Kong		Hong Kong
SILVER						
10	Let's Stop It At The Start - Phase2	Positive Change Social Good - Non-Profit	Department of Social Services	BMF Sydney		Australia
11	Find Your Unbeaten Path	Automotive	Inchcape Hong Kong	TBWA\Hong Kong		Hong Kong

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12	I'm Drinking it For You	Beverages - Alcohol	DB Breweries	Colenso BBDO		Australia
13	#adulging	Financial Products & Services	Manulife Singapore	TBWA\Singapore		Singapore
14	The Best Gift	Financial Products & Services	Income	BBH Singapore		Singapore
15	Lonely Rambutan	Food	Malee Enterprise	Wunderman Thompson Bangkok		Thailand
16	Skinny	IT /Telco	Skinny	Colenso BBDO		New Zealand
17	Cover for their Overconfidence	New Product or Service	RACV	CHE Proximity Melbourne		Australia
18	There's a playlist for that	New Product or Service	Spotify India	The Leo Group Mumbai		India
19	Viewer Verdict	Restaurants	KFC Australia	Ogilvy Sydney	PRISM Sydney MediaCom Sydney	Australia
20	First Commissions	Multi-Market Products & Services	University of Melbourne	McCann Melbourne		Australia
BRONZE						
21	Barbershop Girls	Positive Change Social Good - Brands	Gillette India	GREY Mumbai		India
22	Bittu	Positive Change Social Good - Brands	Procter & Gamble	The Leo Group Mumbai		India
23	Eat Your Words	Positive Change Social Good - Brands	Froebel-Kan	Dentsu Tokyo		Japan
24	Beyond The Label	Positive Change Social Good - Non-Profit	National Council of Social Service	McCann Singapore	UM Singapore Ogilvy Singapore	Singapore

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25	The "Mensus"	Positive Change Social Good - Non-Profit	Movember	BC&F Dentsu Auckland	MKTG Auckland Carat Auckland	New Zealand
26	Protecting the Real Engine of India	Automotive	Castrol India	Ogilvy Mumbai		India
27	Reshoot Graduation Photo Campaign	Beauty & Wellness	JALA Corporation	Soho Square Shanghai		China
28	Probably The Best Football Beer	Beverages - Alcohol	Carlsberg Brewery Malaysia	Geometry Global Malaysia		Malaysia
29	Intelligent Know the Difference	Beverages Non-Alcohol	Bisleri International	82.5 Communications Mumbai		India
30	KiwiSaver Contributions	Financial Products & Services	Fisher Funds	krunch.co		New Zealand
31	Beyond the Label	Government / Institutional	National Council of Social Service	McCann Singapore	UM Singapore Ogilvy Singapore	Singapore
32	Awkward Astigmatism?!	Healthcare	Johnson & Johnson	Shortcut Creative		South Korea
33	AIRDIBLES: Eat Your Air Pollution	Household/ Home Products & Services	Panasonic Malaysia	Naga DDB Tribal		Malaysia
34	Overcoming India's toilet divide	Household/ Home Products & Services	Reckitt Benckiser India	McCann New Delhi		India
35	Are You Starting to See It?	Media, Entertainment & Leisure	NIKKEI	McCann Tokyo		Japan
36	Only True Fans Get It	Media, Entertainment & Leisure	Singapore Telecommunications	BBH Singapore		Singapore

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37	Rescue a Pet, Rescue a Family	New Product or Service	Pet Refuge	DDB Group New Zealand	Goodoil Films New Zealand	New Zealand
38	Santa Crashes Christmas	Retail	ALDI Australia	BMF Sydney		Australia
39	Discover a new New Zealand	Travel / Tourism	KiwiRail	DDB Group New Zealand		New Zealand

End