

APAC Effie Awards 2022 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
Winner Cadbury	Winner Mondelēz International	Winner The Womb Communications	Winner Ogilvy Mumbai	Winner Ogilvy
2nd Place Grab	2nd Place Procter & Gamble	2nd Place Special New Zealand	2nd Place Ogilvy Sydney	2nd Place Leo Burnett Worldwide
3rd Place McDonald's	3rd Place Grab	3rd Place HERO Melbourne	3rd Place The Womb Communications	3rd Place Saatchi & Saatchi

No	Entry Title	Category	Clients	Lead Agency	Contributing Agencies	Territory
GRAND EFFIE						
	NOT JUST A CADBURY AD 2.0		Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India

No	Entry Title	Category	Clients	Lead Agency	Contributing Agencies	Territory
GOLD						
1	Senior Constable Laurie Fox	Government/ Institutional	Victoria Police	HERO Melbourne		Australia
2	One House To Save Many	Insurance	Suncorp Insurance	Leo Burnett Sydney	OMD Sydney / Herd MSL / Revolver / Glue Society	Australia
3	McDonald's Classroom	Restaurants	McDonald's Philippines	Leo Burnett Manila		Philippines
4	Waking Aussies Up To Goodness	Asia Pacific Brands	Nestlé Australia	Ogilvy Sydney	Forward Agency Australia / UM Sydney	Australia
5	NOT JUST A CADBURY AD 2.0	Crisis Response/Critical Pivot - Products	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
6	NOT JUST A CADBURY AD 2.0	Engaged Community	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
7	Resetting The Fundraising Game	Experiential Marketing - Services	The Royal Australian Mint	Saatchi & Saatchi Melbourne		Australia
8	One House To Save Many	Marketing Disruptors	Suncorp Insurance	Leo Burnett Sydney	OMD Sydney / Herd MSL / Revolver / Glue Society	Australia
9	NOT JUST A CADBURY AD 2.0	Seasonal Marketing	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
10	One House To Save Many	Positive Change Social Good: Brands Services	Suncorp Insurance	Leo Burnett Sydney	OMD Sydney / Herd MSL / Revolver / Glue Society	Australia

No	Entry Title	Category	Clients	Lead Agency	Contributing Agencies	Territory
11	Senior Constable Laurie Fox	Positive Change Social Good: Non-Profit	Victoria Police	HERO Melbourne		Australia
SILVER						
12	Annoying The Itch Out Of Aussies	Beauty & Wellness	Procter & Gamble	Saatchi & Saatchi Singapore	Starcom Sydney / Herd MSL / Truce Films	Singapore
13	Whatever	Beverages Non-Alcohol	ARC Refreshments Corporation	GIGIL	Arcade Film Factory	Philippines
14	Make Lamb, Not Walls	Food	Meat & Livestock Australia	The Monkeys Sydney		Australia
15	The Sleeping Night-Watchmen	Healthcare	Cipla Health	The Womb Communications		India
16	IKEA Dollar Catalogue	Household/Home Products & Services	IKEA Taiwan	Ogilvy Taipei		Taiwan
17	Unfairuary- How Fake Month Led To Success	IT/Telco	2degrees	TBWA\ New Zealand		New Zealand
18	Do Something New, New Zealand	Travel/Tourism	Tourism New Zealand	Special New Zealand		New Zealand
19	It's Okay To Pee In Your Pants	Asia Pacific Brands	Nobel Hygiene	The Womb Communications		India
20	Yimsu	Brand Revitalisation	Colgate-Palmolive	Red Fuse Hong Kong		Hong Kong
21	#PrideHair	Branded Content	Procter & Gamble	GREY Tokyo		Japan
22	Turning Drivers' Downtime To Learning Time	Branded Utility	Grab	Grab		Thailand
23	The Undie Army	Business-to-Business	Nobel Hygiene	The Womb Communications		India
24	McDonald's Classroom	Crisis Response/ Critical Pivot - Services	McDonald's Philippines	Leo Burnett Manila		Philippines
25	Millions of Personalised Social Impact	Data Driven	Grab	Grab		Singapore
26	Keeping Festive Stories Alive Virtually	Experiential Marketing - Products	Mondelēz Kinh Do Vietnam	Publicis Vietnam	Spark Foundry Vietnam	Vietnam
27	McDonald's Classroom	Experiential Marketing - Services	McDonald's Philippines	Leo Burnett Manila		Philippines
28	David's Unusables	Media Idea	Motor Neurone Disease New Zealand	Special New Zealand		New Zealand
29	#PrideHair	Positive Change Social Good: Brands - Services	Procter & Gamble	GREY Tokyo		Japan
30	Stop The Beauty Test	Positive Change Social Good: Brands - Products	Hindustan Unilever	Ogilvy Mumbai	Chrome Pictures Media / Mindshare Mumbai / MSL Group Mumbai	India
31	Please Arrest Me	Positive Change Social Good: Non-Profit	RIT Foundation	Ogilvy Singapore	Knights Media & Films	Singapore
32	Inverting Conventions To Win	Seasonal Marketing	Coca-Cola India	Ogilvy Gurgaon		India

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33	The Long Game: KFC's Bucket Hunt	Shopper & e-Commerce Marketing	KFC Australia	Ogilvy Sydney	MediaCom Sydney / Ogilvy PR Sydney / Geronimo Sydney / AKQA Sydney	Australia
34	Whatever	Short Video Marketing	ARC Refreshments Corporation	GIGIL	Arcade Film Factory	Philippines
35	Senior Constable Laurie Fox	Small Budget - Services	Victoria Police	HERO Melbourne		Australia
36	Liberating Aussies From Beer Culture	Sustained Success - Products	Beam Suntory	The Monkeys Sydney		Australia
37	Stop It At The Start	Sustained Success - Services	Department of Social Services	BMF Sydney		Australia
38	Tonight, I'll Be Eating...	Sustained Success - Services	Uber Eats Australia	Special Sydney	MediaCom Sydney	Australia
39	Shoes For Your Hands	Youth Marketing	Campus Activewear	The Womb Communications		India
BRONZE						
40	#PrideHair	Beauty & Wellness	Procter & Gamble	GREY Tokyo		Japan
41	Thailand's Choosiest Grocery Pickers	Delivery Services	Grab	Spa-Hakuhodo		Thailand
42	It's Never You Until It Is	Government/ Institutional	WorkSafe Victoria	HERO Melbourne		Australia
43	How AAMI Went To No1 From The Mucky Middle	Insurance	Suncorp	Ogilvy Sydney	OMD Sydney	Australia
44	Turning a User Hack Into An Opportunity	New Product or Service - Line Extension	Grab	Grab		Indonesia
45	When It Feels Like Home	Retail	Fantastic Furniture	Connecting Plots	Infinity Squared / Bohemia Group Sydney / Incubeta Australia	Australia
46	Inverting Conventions To Win	Asia Pacific Brands	Coca-Cola India	Ogilvy Gurgaon		India
47	SK-II Olympics	Branded Content	Procter & Gamble	MediaCom Singapore / GREY Tokyo		Singapore / Japan
48	World's Smallest Billboards	David vs Goliath	Kao Commercial (Shanghai)	Ogilvy Shanghai		China
49	unLimited Edition	Engaged Community	Adidas	McCann Shanghai		China
50	The Long Game: KFC's Bucket Hunt	Experiential Marketing - Products	KFC Australia	Ogilvy Sydney	MediaCom Sydney / Ogilvy PR Sydney / Geronimo Sydney / AKQA Sydney	Australia
51	Disconnect Screens To Connect To Country	Experiential Marketing - Services	Common Ground	Ogilvy Sydney	Ogilvy PR Sydney	Australia
52	A New Big Mac For A New Generation	Influencer	McDonald's Hong Kong	DDB Worldwide Hong Kong		Hong Kong
53	David's Unusables	Media Innovation	Motor Neurone Disease New Zealand	Special New Zealand		New Zealand
54	Millions Of Personalised Social Impact	Multi-Market Services	Grab	Grab		Singapore

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55	Keep Girls In School	Positive Change Social Good: Brands - Products	P&G Hygiene and Health Care	Leo Burnett Mumbai		India
56	Resetting The Fundraising Game	Positive Change Social Good: Non-Profit	The Royal Australian Mint	Saatchi & Saatchi Melbourne		Australia
57	Shoes For Your Hands	Seasonal Marketing	Campus Activewear	The Womb Communications		India
58	Annoying The Itch Out Of Aussies	Short Video Marketing	Procter & Gamble	Saatchi & Saatchi Singapore	Starcom Sydney / Herd MSL / Truce Films	Singapore
59	World's Smallest Billboards	Small Budget - Products	Kao Commercial (Shanghai)	Ogilvy Shanghai		China
60	Creating India's Coffee Generation	Sustained Success - Products	Nestlé India	McCann New Delhi		India
61	Disconnect Screens To Connect To Country	Youth Marketing	Common Ground	Ogilvy Sydney	Ogilvy PR Sydney	Australia
FINALIST						
62	Keep Girls In School	Beauty & Wellness	P&G Hygiene and Health Care	Leo Burnett Mumbai		India
63	Bugger Off Copycats	Beverages - Alcohol	Mast-Jägermeister	BBDO Shanghai		China
64	Inverting Conventions To Win	Beverages Non-Alcohol	Coca-Cola India	Ogilvy Gurgaon		India
65	Inspiring Parents To Be Playful	Food	Mondelēz India	Leo Burnett Mumbai		India
66	Waking Aussies Up To Goodness	Food	Nestlé Australia	Ogilvy Sydney	Forward Agency Australia / UM Sydney	Australia
67	India Breaks Up With Their Chemists	Healthcare	Pharmeasy	Leo Burnett Mumbai		India
68	The Besterest A Man Can Get	Household/Home Products & Services	Procter & Gamble	whiteGREY Sydney		Australia
69	Let There Be Light	Household/Home Products & Services	Energizer Middle East & Africa	Cheil MEA	Studio Melt	United Arab Emirates
70	The Brainy Game	Media, Entertainment & Leisure	Galactus Funware Technologies	The Womb Communications		India
71	Eliminating Offline Gold Dependency	New Product or Service - Line Extension	PhonePe	Leo Burnett Mumbai		India
72	You Can't Overcook Christmas	Retail	ALDI Australia	BMF Sydney		Australia
73	Do Something New, New Zealand	Asia Pacific Brands	Tourism New Zealand	Special New Zealand		New Zealand
74	What Will You Do When They Grow Up?	Asia Pacific Brands	AIA Singapore	Ogilvy Singapore		Singapore
75	Bournvita presents Get The Message	Branded Content	Mondelēz India	Ogilvy Mumbai		India
76	In Love We Trust	Branded Content	Sinyi Realty	Dentsu McGarryBowen Taiwan		Taiwan

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77	Bournvita presents Get The Message	Branded Utility	Mondelēz India	Ogilvy Mumbai		India
78	McDonald's Classroom	Branded Utility	McDonald's Philippines	Leo Burnett Manila		Philippines
79	NOT JUST A CADBURY AD 2.0	Branded Utility	Mondelēz India	Ogilvy Mumbai	Wavemaker Mumbai	India
80	Inverting Conventions To Win	Carpe Diem - Products	Coca-Cola India	Ogilvy Gurgaon		India
81	Grab Bersatu: Turning The Humble Promocode	Carpe Diem - Services	Grab	Grab		Indonesia
82	Do Something New, New Zealand	Crisis Response/ Critical Pivot - Products	Tourism New Zealand	Special New Zealand		New Zealand
83	Grab Bersatu: Turning The Humble Promocode	Crisis Response/ Critical Pivot - Services	Grab	Grab		Indonesia
84	MyHooman Adoption Platform	Data Driven	Mars	Colenso BBDO		New Zealand
85	Responsible Marketing Through Data & Tech	Data Driven	British American Tobacco	MediaCom Tokyo		Japan
86	Turning Drivers' Downtime To Learning Time	Engaged Community	Grab	Grab		Thailand
87	The Talking Asterisk	Marketing Disruptors	USV	The Womb Communications		India
88	David's Unusables	Media Content Partnership	Motor Neurone Disease New Zealand	Special New Zealand		New Zealand
89	H Is For Handwashing	Multi-Market Products	Unilever	Lowe Lintas / MullenLowe Singapore	MullenLowe Salt / Weber Shandwick Singapore	India
90	Turning A User Hack Into An Opportunity	Multi-Market Services	Grab	Grab		Indonesia
91	Love At First Stray	Positive Change Social: Brands - Services	PChome 24h Shopping	ADK Taiwan		Taiwan
92	MyHooman Adoption Platform	Positive Change Social: Brands - Services	Mars	Colenso BBDO		New Zealand
93	How KFC Brought Christmas To July	Seasonal Marketing	KFC Australia	Ogilvy Sydney	MediaCom Sydney / Ogilvy PR Sydney / Geometry Sydney / Bolster Sydney	Australia
94	Recharge Season	Seasonal Marketing	Tourism New Zealand	Special New Zealand		New Zealand
95	You Can't Overcook Christmas	Seasonal Marketing	ALDI Australia	BMF Sydney		Australia
96	It Starts With Yes	Short Video Marketing	Optus	Special New Zealand		New Zealand
97	David's Unusables	Small Budget - Services	Motor Neurone Disease New Zealand	Special New Zealand		New Zealand

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98	A New Big Mac For A New Generation	Social Media Marketing	McDonald's Hong Kong	DDB Worldwide Hong Kong		Hong Kong
99	How KFC Bucketheads Pivoted To Save Summer	Social Media Marketing	KFC Australia	Ogilvy Sydney	Ogilvy PR Sydney / MediaCom Sydney / TikTok Sydney / Prism Sydney	Australia
100	Keeping Festive Stories Alive Virtually	Social Media Marketing	Mondelēz Kinh Do Vietnam	Publicis Vietnam	Spark Foundry Vietnam	Vietnam
101	Get The Skinny	Sustained Success - Services	Skinny	Colenso BBDO		New Zealand
102	The Philosophy of Thrift, Only At PX Mart	Sustained Success - Services	PX Mart	Ogilvy Taipei		Taiwan