APAC Effie Awards 2014 – Winners (Results by Category)

Agency Network of the Year: BBDO Worldwide

Agency of the Year: Colenso BBDO / Proximity New Zealand

Award	Entry Title	Client	Agency	Country
Automotive				
Silver	Mercedes-Benz B-Class After Dark Campaign	Beijing Mercedes-Benz	Ogilvy Beijing	China
Bronze	Excelle Life	Shanghai General Motors	Lowe China	China
Bronze	I Bought a Jeep	Fiat Chrysler Group Australia	CumminsRoss Melbourne	Australia
Beauty & Wellness				
Silver	Reflection: If Looks Can Kill	O.P. Natural Product	JWT Bangkok	Thailand
Beverages – Alcohol				
Bronze	Why Import Craft Beer When You Can Import Craft Brewers?	Boundary Road Brewery	Barnes, Catmur & Friends Auckland	New Zealand
Beverages Non-Alcohol				
Silver	How Coca-Cola Won the Battle for Indian Teens	Coca-Cola India	McCann Worldgroup New Delhi	India
Silver	Made for Cricket	PepsiCo International	Walter Lahore	Pakistan
Silver	Pepsico Bring Happiness Home	Pepsico China	BBDO China	China
Bronze	Tang - Cherishing Individuality	Mondelez International	Ogilvy & Mather Bangladesh	Bangladesh
Food				
Gold	Apology Press Conference Grand Prix	Mars Japan	I&S BBDO Tokyo	Japan
Silver	Say It With Chocolate	Mondelez Malaysia	Geometry Global Kuala Lumpur	Malaysia
Financial Products & Services				
Silver	Expect the Even More Unexpected	DBS Bank	DDB Group Singapore / Havas Media Singapore	Singapore

Government / Institutional				
Silver	Overcoming 'It won't happen to me'.	NSW Rural Fire Service	JWT Sydney / The Campaign Palace	Australia
Bronze	Increasing the Diversity of NZ Police	New Zealand Police	M&C Saatchi Auckland	New Zealand
Household Supplies & Services				
Bronze	The Truth Lies Behind	Shabondama Soap	I&S BBDO Tokyo / BBDO J West	Japan
IT /Telco				
Silver	Doug Pitt and Virgin Mobile: Smashing Giants	Virgin Mobile Australia	Havas Worldwide Australia / One Green Bean	Australia
Silver	Idea Honey Bunny	Idea Cellular	Lowe Lintas and Partners Mumbai	India
Media, Entertainment & Leisure				
Silver	NetEase News-The Attitude Is On You	NetEase	Proximity Shanghai	China
Bronze	Facebook Powered Slot Cars	V8 Supercars	GPY&R Brisbane	Australia
Restaurants				
Silver	Shaking Up the Category and Winning	Hungry Jack's	Clemenger BBDO Sydney	Australia
Bronze	Pasta Hut	Pizza Hut	JWT Singapore	Singapore
Retail				
Gold	Hell's Most Fiendish Invention Yet: Pizza Roulette	Hell Pizza	Barnes, Catmur & Friends Auckland	New Zealand
Silver	Making DIY Easy As	Mitre 10 (NZ)	DraftFCB New Zealand	New Zealand
Travel / Tourism				
Silver	Dumb Ways to Die	Metro Trains	McCann Melbourne	Australia
Bronze	Christchurch Reimagined: How BIG thinking got Aussies back to Christchurch	Christchurch & Canterbury Tourism	Iris Sydney	Australia
Other Products & Services				
Silver	Car Creation	Insurance Australia Group	Whybin\TBWA Sydney	Australia
Silver	Smoking Kid - A Personal Message to the Smokers	Thai Health Promotion Foundation	Ogilvy & Mather Advertising Thailand	Thailand

Asia Pacific Brands				
Silver	Car Creation	Insurance Australia Group	Whybin\TBWA Sydney	Australia
Bronze	Feel Tip Top	Fonterra Brands	Colenso BBDO / Proximity New Zealand	New Zealand
Brand Experience				
Gold	Car Creation	Insurance Australia Group	Whybin\TBWA Sydney	Australia
Silver	Say It With Chocolate	Mondelez Malaysia	Geometry Global Kuala Lumpur	Malaysia
Bronze	NetEase News-The Attitude Is On You	NetEase	Proximity Shanghai	China
Brand Revitalisation				
Gold	Car Creation	Insurance Australia Group	Whybin\TBWA Sydney	Australia
Silver	Making Low Prices Irresistible	Kmart	Belgiovane Williams Mackay Sydney	Australia
David vs Goliath				
Gold	Getting John West to Change its Tuna	Greenpeace	Saatchi & Saatchi Sydney	Australia
Silver	Shaking Up the Category and Winning	Hungry Jack's	Clemenger BBDO Sydney	Australia
Bronze	Doug Pitt and Virgin Mobile: Smashing Giants	Virgin Mobile Australia	Havas Worldwide Australia / One Green Bean	Australia
GoodWorks – Brand				
Gold	Help A Child Reach 5	Unilever	Lowe Lintas + Partners Mumbai	India
Silver	Killer Jeans: Making an Environmental Cause Fashionable to the Indian Youth	Kewal Kiran Clothing	Grey Worldwide India	India
GoodWorks – Non Profit				
Gold	Smoking Kid - A Personal Message to the Smokers	Thai Health Promotion Foundation	Ogilvy & Mather Advertising Thailand	Thailand
Silver	Old Parts for New	ORBIS	Ogilvy & Mather Advertising HK	Hong Kong
Bronze	Getting John West to Change its Tuna	Greenpeace	Saatchi & Saatchi Sydney	Australia

Media Innovation				
Gold	100% Natural. Seeded.	Hindustan Unilever	Lowe Lintas and Partners Mumbai	India
Silver	Shaking Up the Category and Winning	Hungry Jack's	Clemenger BBDO Sydney	Australia
Bronze	Idea Honey Bunny	Idea Cellular	Lowe Lintas and Partners Mumbai	India
Bronze	Beyond The Wall	Frucor Beverages	Colenso BBDO / Proximity New Zealand	New Zealand
New Product or Service				
Gold	The smallest café in the world	Dongsuh Food	Cheil Worldwide Seoul	South Korea
Silver	Work Til You Die	Bank of New Zealand	Colenso BBDO / Proximity New Zealand	New Zealand
Small Budget				
Gold	Dumb Ways to Die	Metro Trains	McCann Melbourne	Australia
Silver	Trial by Timeline	Amnesty International	Colenso BBDO / Proximity New Zealand	New Zealand
Bronze	Gillette Shave Sexy	P&G China	BBDO China	China
Sustained Success				
Gold	Dip. Dab. Drop.	Unilever	Lowe Singapore	Singapore
Silver	Effectively Killing Hungrythirsty Dead	Parmalat	The Monkeys	Australia
Bronze	Extra Flavors of Life – The Favorite Campaign of a Generation in China	Wrigley Confectionery China	BBDO Guangzhou	China
Bronze	I Quit - From Anti-Smoking to Pro-Quitting	Health Promotion Board Singapore	Ogilvy & Mather Singapore	Singapore
Multi Market – Products				
Gold	How Snickers Got on its Game in Asia	Mars Foods	BBDO Hong Kong	Hong Kong