APAC Effie Awards 2016 - Winners
(Results by Award)

Brand of the Year: Ariel Matic

Marketer of the Year: Procter & Gamble

Agency of the Year: MullenLowe Lintas Group, India

Agency Network of the Year: BBDO Worldwide

Entry Title	Category	Client	Agency	Country
GRAND EFFIE				
Ariel - Share The Load	GoodWorks - Brand	Procter & Gamble India	BBDO India	India
GOLD				
Must Be Milk	Beverages Non-Alcohol	Fonterra	Colenso BBDO / Proximity	New Zealand
$HRED	Financial Products & Services	Bank of New Zealand	Colenso BBDO / Proximity	New Zealand
Tiger Infrequent Flyers Club	Travel / Tourism	Tigerair	McCann Melbourne	Australia
Dove "Silk Smooth ASMR"	Brand Experience	Mars Food China	BBDO Beijing (China)	China
Love from Land Rover	Brand Experience	Land Rover New Zealand	Y&R New Zealand	New Zealand
Ariel - Share The Load	Brand Revitalisation	Procter & Gamble India	BBDO India	India
Introducing India to Commute Commerce	David vs Goliath	Clues Network	Enormous	India
Ariel - Share The Load	GoodWorks - Brand	Procter & Gamble India	BBDO India	India
Devalue Rhino Horn	GoodWorks – Non Profit	Rhino Rescue Project	Ogilvy & Mather Viet Nam	Vietnam
Breast Cream	Small Budget-Products	NZ Breast Cancer Foundation / Skinfood	Colenso BBDO / Proximity	New Zealand
A for Anthem	Small Budget-Services	The Akanksha Foundation	Ogilvy and Mather	India
The People's Beer	Sustained Success	Boundary Road Brewery	Barnes, Catmur & Friends Dentsu	New Zealand

SILVER				
Breast Cream	Beauty & Wellness	NZ Breast Cancer Foundation / Skinfood	Colenso BBDO / Proximity	New Zealand
Pure Potential	Beverages – Alcohol	Lion	Special Group	New Zealand
Reversing the Curse of Concentrates	Beverages Non-Alcohol	Mondelez India Foods	Bates India	India
Democratising Money Transfer	Financial Products & Services	Vodafone India	Ogilvy & Mather Advertising	India
#MyFamilyCan	Food	SPC Ardmona	Leo Burnett Melbourne	Australia
Ariel - Share The Load	Household/Home Products & Services	Procter & Gamble India	BBDO India	India
Maxis' New Network	IT /Telco	Maxis Mobile Services	Ogilvy Malaysia	Malaysia
Holding Australia To Ransom	Restaurants	Hell Pizza	Barnes, Catmur & Friends Dentsu	New Zealand
VisitBritain Naming Campaign	Travel / Tourism	VisitBritain	Ogilvy Beijing	China
Maxis' New Network	Asia Pacific Brands	Maxis Mobile Services	Ogilvy Malaysia	Malaysia
Fool-proof Internet Service	Asia Pacific Brands	Idea Cellular	MullenLowe Lintas Group, India	India
TURD Talks	Brand Experience	Silid Aralan	Y&R Philippines Inc.	Philippines
An Ugly Disease Turned Beautiful	Brand Experience	MS	Grey	Australia
Must Be Milk	Brand Revitalisation	Fonterra	Colenso BBDO / Proximity	New Zealand
ANZ's push for an equal future.	GoodWorks - Brand	ANZ	Whybin TBWA Melbourne	Australia
Breast Cream	GoodWorks – Non Profit	NZ Breast Cancer Foundation / Skinfood	Colenso BBDO / Proximity	New Zealand
End Acid Sale	GoodWorks – Non Profit	Make Love Not Scars	Ogilvy & Mather	India
Hershey's Happygrams	Real Time Marketing	The Hershey Company	MRM/McCANN Singapore	Singapore
Love from Land Rover	Small Budget-Products	Land Rover New Zealand	Y&R New Zealand	New Zealand
Hell Pizza	Sustained Success	Hell Pizza	Barnes, Catmur & Friends Dentsu	New Zealand
World Gallery	Multi-market - Products	Apple, Inc.	TBWA \ Media Arts Lab	United States

BRONZE

Tough Is Not Enough	Automotive	Ford Motor Company Australia	Blue Hive Australia	Australia
Love from Land Rover	Automotive	Land Rover New Zealand	Y&R New Zealand	New Zealand
Band-Aid Heal with love	Beauty & Wellness	Shanghai Johnson & Johnson Pharmaceuticals	BBDO & Proximity China	China
The Unofficial Official Beer of SG	Beverages – Alcohol	Asia Pacific Breweries	BBDO Singapore	Singapore
AdaAQUA	Beverages Non-Alcohol	Danone	Y&R Indonesia	Indonesia
OMRON: Your Voice, Their World	Corporate Reputation/Professional Services	Omron Automation India	McCann Worldgroup	India
Price of Living 2040	Financial Products & Services	Manulife (International)	PHD Hong Kong	Hong Kong
Nimble It And Move On	Financial Products & Services	Nimble	McCann Melbourne	Australia
Snickers, Hungry Barber	Food	Mars Japan	I&S BBDO / BBDO Japan	Japan
Bet Regret	Government / Institutional	VRGF	McCann Melbourne	Australia
Ashbeclee	Media, Entertainment & Leisure	Perth Racing	303MullenLowe	Australia
The Suffering of Buffering	Media, Entertainment & Leisure	Google, India	MullenLowe Lintas Group, India	India
A Day Made Better Teacher Awards	Other Products & Services	OfficeMax Australia	Ogilvy Melbourne	Australia
Holding Hands in Depend	Other Products & Services	Yuhan Kimberly	Diamond Ogilvy	Korea
Cellphone to Sellphone	Other Products & Services	OLX India	MullenLowe Lintas Group, India	India
Challenge 100	Retail	Anta	MullenLowe China	China
Wish Chain	Retail	Flipkart Internet	MullenLowe Lintas Group, India	India
Must Be Milk	Asia Pacific Brands	Fonterra	Colenso BBDO / Proximity	New Zealand
Teaching India the Dettol Habit	Brand Revitalisation	Reckitt Benckiser (India)	McCann Worldgroup	India
Band-Aid Heal with love	Brand Revitalisation	Shanghai Johnson & Johnson Pharmaceuticals	BBDO & Proximity China	China

Track The Bite	Branded Utility	Godrej Consumer Products	MullenLowe Lintas Group, India	India
IBM BlueHub	Business-to-Business	IBM Japan	Ogilvy and Mather Japan	Japan
Brave and Beautiful	David vs Goliath	Dabur India	MullenLowe Lintas Group, India	India
Brave and Beautiful	GoodWorks - Brand	Dabur India	MullenLowe Lintas Group, India	India
Know Your English Banner	Media Innovation	British Council SIngapore	Grey Group Singapore	Singapore
Challenge 100	Real Time Marketing	Anta	MullenLowe China	China
Hungry Slip Ups	Small Budget-Products	Mars Food Inc.	BBDO Hong Kong	Hong Kong
An Ugly Disease Turned Beautiful	Sponsorship & Event Marketing	MS	Grey	Australia
OMO Reunion Champions	Sponsorship & Event Marketing	Unilever	MullenLowe Group	Singapore
Challenge 100	Sponsorship & Event Marketing	Anta	MullenLowe China	China
Curing Beer Boredom for 5 Years	Sustained Success	Beam Suntory	The Works	Australia
Discovering Real Togetherness	Sustained Success	Hindustan Unilever	MullenLowe Lintas Group, India	India