



Apr 27, 2018 APAC

## 2018 APAC Effie Award Winners Announced

Singapore (27 April 2018) – It was a night of celebration as winners of the 2018 APAC Effie Awards were announced at the Gala held at the Four Seasons Hotel, Singapore.

This year's gala was attended by some 190 marketing professionals from across the region. The jury awarded a total of 93 trophies - 22 Gold, 33 Silver, and 38 Bronze.

Australia retained its No. 1 position in the region with 31 metals, followed by India with 20 and China with 9.

The University of Melbourne and McCann Melbourne walked away with the highly coveted Grand Effie for their campaign "Made Possible By Melbourne". The team's success culminated in earning the titles of Brand of the Year, Marketer of the Year, and Agency of the Year as well.

This year, the competition saw greater participation from a number of independent agencies such as BMF, Edelman, Medulla Communications, Special Group, Supermarket Creatives and The Womb, which all won awards.

McCann Worldgroup was crowned the Agency Network of the Year for the region, followed by Ogilvy & Mather and BBDO Worldwide. The Agency Network of the Year Awards are awarded based on a points system which weights the number of Gold, Silver, Bronze and Finalist cases from each agency.

## Special Awards Winners:

### Brand of the Year

Winner: University of Melbourne

2nd Place: Jollibee

3rd Place: Indian Association of Palliative Care

### Marketer of the Year

Winner: University of Melbourne

2nd Place: Unilever

3rd Place: Jollibee Foods Corporation

### Agency of the Year

Winner: McCann Melbourne

2nd Place: Colenso BBDO

3rd Place: McCann Worldgroup Philippines

### Agency Network of the Year

Winner: McCann Worldgroup

2nd Place: Ogilvy

3rd Place: BBDO Worldwide

“Winning an Effie Award remains a tremendous accolade, especially in today’s challenging marketing landscape. I am honoured to congratulate all of our winners. We saw greater participation from developing markets and as a result, many are being recognized as awardees and finalists” said Charles Cadell, Chairman of the 2018 APAC Effie Awards. “You are joining a world-class group of winners, and I am exceedingly proud of our region’s ability to exhibit first-class insights and effective marketing strategies.”

[View the full list of winners here.](#)

All campaigns that achieved award-winning or finalist status will contribute points towards the 2019 Global Effie Index, which ranks the most effective brands, marketers, and agencies globally.

*(This announcement was originally posted on the [APAC Effie Awards website](#) and has been edited.)*