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62 Winners Revealed at 2022 APAC Effie Awards Gala

SINGAPORE, September 8, 2022 – At the first physical APAC Effie Awards Gala in three years, marketing professionals from across the Asia Pacific region – Australia, Hong Kong, India, Indonesia, Philippines, Vietnam and Thailand – came together at the Four Seasons Hotel Singapore to celebrate the best of marketing effectiveness in the region and honour the work that made the cut.

62 Effie winners walked away with the highly coveted metals – 1 Grand Effie, 11 Golds, 28 Silvers and 22 Bronzes.

Emerging victorious yet again with multiple accolades under their belt, Ogilvy took home the top honour of Agency Network of the Year with 4 Golds, 5 Silvers and 7 Bronzes, with Ogilvy Mumbai clinching Agency of the Year as well as the highly coveted Grand Effie for NOT JUST A CADBURY AD 2.0 – a platform which brought together the star power of Shah Rukh Khan and hyper-personalisation martech to create a world-first in shared value marketing, enabling thousands of small retailers to create personalised ads with Shah Rukh Khan as their ambassador.

The Womb Communications was crowned Independent Agency of the Year, a first for the Indian agency.

Mondelēz International walks away with Marketer of the Year, with their brands Cadbury, Kinohito and Mooncakes and Oreo contributing points towards the win. Cadbury also walked away with Brand of the

Year.

Topping the leader board with 20 winners is Australia, followed by India with 13 winners and Singapore with 6 winners.

2022 Awards Chairwoman **Nicole McMillan** said, "Winning an Effie is a monumental accomplishment. Not only is it testament to the exceeding amount of effort and talent from the teams, it is also affirmation from their peers that they have delivered exceptional results and brought success to their brands. Only the most effective works get rewarded with Effies, so congratulations to the teams on their well-deserved wins!"

The Special Awards are given out based on the total calculation of points accumulated by each winner and finalist. This year's Special Awards winners are:

Brand of the Year: WINNER - Cadbury; 2nd Place - Grab; 3rd Place - McDonald's

Marketer of the Year: WINNER - Mondelez International; 2nd Place - Procter & Gamble; 3rd Place - Grab

Independent Agency of the Year: WINNER - The Womb Communications; 2nd Place - Special New Zealand; 3rd Place - HERO Melbourne

Agency of the Year: WINNER - Ogilvy Mumbai; 2nd Place - Ogilvy Sydney; 3rd Place - The Womb Communications

Agency Network of the Year: WINNER - Ogilvy; 2nd Place - Leo Burnett Worldwide; 3rd Place - Saatchi & Saatchi

The full list of winners can be accessed [here](#). All winners and finalists will be accorded points towards the 2022 Effie Index, which ranks the most effective agencies, marketers and brands globally. The Index will be announced in 2023.

About Asia Pacific Effie Awards

The Asia Pacific Effie Awards honours the region's most outstanding marketing communication works that have proven results in meeting strategic objectives. APAC Effies aims to lead, inspire and champion practices of marketing effectiveness excellence in the Asia Pacific region, and provides the growing industry with a regional platform where the best campaigns are celebrated. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry. Introduced by the New York American Marketing Association in 1968, the Effie Awards have since been recognised by advertisers and agencies as the global gold standard of marketing effectiveness excellence. The award now recognises and celebrates the most effective brands, marketers and agencies, globally, regionally and locally through its 50 plus award programmes across the world and through its coveted effectiveness rankings - the Effie Index.

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