



Sep 29, 2023 APAC

## 71 Winners Unveiled at the 10th APAC Effie Awards Gala

SINGAPORE, Sep. 29, 2023 – Only the most effective marketing communication efforts in Asia Pacific snagged Effies at the 2023 APAC Effie Awards Gala, held at the Four Seasons Hotel Singapore with marketing professionals from across the region in attendance.

71 Effie winners were awarded metals – 1 Grand Effie, 18 Golds, 28 Silvers and 24 Bronzes.

CHEP Melbourne beat the competition to clinch the Grand Effie for their work with the Sydney Children's Hospitals Foundation, where their solution to generate a new source of revenue is Curing Homesickness. Despite no additional investment, the campaign is still generating revenue, four years since its launch, to help children's hospital charities around Australia get kids back where they belong – home.

Ogilvy was crowned Agency Network of the Year for the fifth year running, winning 4 Golds, 13 Silvers and 7 Bronzes.

Special Auckland swept both Agency of the Year and Independent Agency of the Year, making it their second time achieving this impressive double win. Previously clinching Agency of the Year in a joint win in 2021, the independent agency has bested all agencies to come out on top this year.

Mondelēz International took home Marketer of the Year yet again, with Cadbury and Oreo contributing to the win, while Whisper walked away with the Brand of the Year and 3 Gold Effies under their belt for their stunning campaign, Changing Education to Keep Girls in School.

Australia leads with 16 Effies, followed closely by New Zealand with 15 Effies and India with 8 Effies.

2023 Awards Chairperson Kainaz Gazder said, "In the ever-evolving landscape of marketing, we draw profound inspiration from our unwavering commitment to serving consumers with excellence. The 2023 APAC Effie Awards have showcased not only the power of effective marketing but also the spirit of creativity and innovation that propels our industry forward. As Chairperson, I am humbled by the remarkable achievements of this year's winners. These marketers have not only embraced change but have harnessed it to shape the future."

The full list of winners can be accessed [here](#). All winners and finalists will be accorded points towards the 2023 Effie Index, which ranks the most effective agencies, marketers and brands globally. The Index will be announced in 2024.

For more about the APAC Effie Awards, visit [apaceffie.com](https://apaceffie.com).

### **About Asia Pacific Effie Awards**

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.

The Asia Pacific Effie Awards honours the region's most outstanding marketing communication works that have proven results in meeting strategic objectives. Celebrating our 10th anniversary this year, the APAC Effies aims to lead, inspire and champion practices of marketing effectiveness excellence in the Asia Pacific region, and to provide the growing industry with a regional platform where the best campaigns are celebrated.

### **About Effie Index**

The Effie Effectiveness Index identifies and ranks the marketing industry's most effective advertisers, agencies and brands by analysing finalist and winner data from Effie Worldwide competitions.

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