



Apr 03, 2014 APAC

## APAC Effie Celebrates Winners of the 2014 Awards

*Singapore (April 3, 2014, SG Time 2300hrs)* - The APAC Effie celebrated the winners of the 2014 Awards at its Awards Gala on April 3, presenting a total of 56 awards - 12 Golds, 26 Silvers and 18 Bronzes. The Awards Gala, held at Conrad Centennial Singapore and attended by some 170 guests, ended on a high note with the announcement of the Agency of the Year and Agency Network of the Year Awards.

56 entries have emerged as winners from amongst finalists from 16 countries, proving to be the most effective marketing campaigns in the region. Australia, China and New Zealand are ranked the top 3 countries with the highest number of winners.

Also announced at the Awards Gala were the APAC Effie 2014 Agency of the Year and Agency Network of the Year Awards. Colenso BBDO/Proximity New Zealand was awarded APAC Effie Agency of the Year Awards, with Lowe Lintas & Partners Mumbai and Whybin\TBWA Sydney following closely in the second and third positions respectively.

BBDO Worldwide was named the APAC Effie Agency Network of the Year, picking up a total of 2 Golds, 7 Silvers and 6 Bronzes from its agencies in the region. In the running were Ogilvy & Mather and Lowe & Partners.

Amidst the celebration in marketing effectiveness, the Awards Gala was also filled with joy and laughter brought by Pam Oei, a veteran actor and comedian who was the host and entertainer for the evening.

“We were impressed by the volume of outstanding entries from the region. The strong participation from the industry is extremely encouraging for our first year,” commented Connie Chan, the 2014 Awards Chairman. “The Effies represents excellence in marketing effectiveness and winning this highly-coveted award is not easy. Huge congratulations to all winners for the great work!”

APAC Effie Awards is organised by Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group. Said Anthony Kang, Chairman of CAAAA and Chairman of the APAC Effie Committee, “Effie Awards is a global symbol of marketing effectiveness and winning an APAC Effie is a huge testament that the work is one of the best in the region. It is more than just another great idea as it delivers outstanding results.”

The Asia Pacific Effie Gold, Silver, Bronze winners and Finalists will be included in the [Effie Effectiveness Index](#), a global ranking which identifies and ranks the most effective companies and brands by analysing finalist and winner data from worldwide Effie competitions.

The full winners list can be viewed [here](#) or at the [APAC Effie website](#).

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### About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The **Effie Awards** are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).