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## 2016 APAC Effie Awards Gala - Winners Announced

Winners of the APAC Effie Awards 2016 were revealed at the Awards Gala last night at Intercontinental Singapore, celebrating Asia Pacific's most effective marketing campaigns.

MullenLowe Lintas Group, India was named APAC Effie 2016 Agency of the Year, bagging 8 metals. Running behind were Colenso BBDO/Proximity and spotting 3 agencies in the tie on the third place, BBDO India, Barnes Catmur & Friends Dentsu and Ogilvy & Mather Mumbai.

On the network level, BBDO Worldwide took the lead, with a total haul of 17 metal awards, including the Grand Effie, followed by Ogilvy & Mather and MullenLowe Group coming in the second and third position respectively.

Two new Special Recognitions are added this year - Brand of the Year and Marketer of the Year to recognize the joint efforts and close collaboration between clients and agencies to produce successful work. The awards were presented to Ariel Matic and Procter & Gamble respectively, with their entry 'Ariel - Share The Load' being the best in show for the night, clinching the Grand Effie, on top of a Gold and a

Silver.

The Awards Gala, attended by over 200 industry professionals, presented a total 66 Effies – 1 Grand Effie, 12 Golds, 21 Silvers and 32 Bronzes. As with the prior year, India remains to the strongest market in the region on the effectiveness stage, contributing the highest number of metal winners last night. Following in the rankings are New Zealand and Australia.

Cheuk Chiang, Chairman of the 2016 APAC Effie Awards, said, “Congratulations to all the winners. It is a massive acknowledgement. To get here having gone through two rigorous rounds of judging by a stellar team of industry professionals is a significant and incredible achievement and indeed something to be proud of. These winning cases represent the best in Asia Pacific and I hope they only serve to inspire the industry further in producing great work that drive real business results.”

Organized by Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group, the APAC Effie Awards honors the region’s most outstanding marketing communication works that have proven results in meeting strategic objectives. Winners and finalists will contribute points towards the ranking on the 2017 Effie Effectiveness Index, the global ranking which identifies and ranks the most effective marketers, brands by analyzing finalist and winner data from worldwide Effie competitions.

The full list of winners can be viewed [here](#). For more information, visit the APAC Effie website at [apaceffie.com](http://apaceffie.com)