



Nov 23, 2018 Malaysia

## The Malaysia Effie Awards 2018 honours Tesco with coveted Brand of the Year award

Kuala Lumpur, 23 November 2018 – The 11th edition of the Malaysia Effie Awards, which honours achievements by campaigns that meet and exceed marketing communications objectives with a focus on effectiveness, saw Tesco Malaysia emerge as winner of the 'Brand of the Year' award and one Gold award.

Taking home the coveted accolade for its 'Unforgettable Bag' campaign, created by Grey Worldwide for the Sustainability category, Tesco also took home 1 Silver and 1 Bronze award.

For the third consecutive year, creative agency Ensemble Worldwide was named the 'Agency of the Year' after walking away with 1 Gold, 1 Silver and 2 Bronze awards. The Gold award was received for their notable work on the Maybelline 'Maybelline FitMe Squad' campaign in the Beauty category.

Themed "Take on the Impossible," the Malaysia Effie Awards gala was held at the Grand Ballroom of KL Hilton on 23 November. This year there were a total of 22 finalists shortlisted, with 2 Gold, 3 Silver and 10 Bronze awards being presented to brands for their creative campaigns. Each finalist also received Effie points that will contribute to the 2019 global Effie Index, which ranks the respective agencies globally.

Commenting on this year's theme, Kenny Loh, Organizing Chairmain of the Malaysia Effie Awards 2018 said, "Despite the challenges seen this year such as the uncertainty of the elections and the ever-changing and expansive media landscape, the quality of submissions by Malaysia's marketing talents this year truly demonstrate that they have the capability to take on the impossible."

Since its inception in 1968 in New York, the Effie Awards has been recognised by agencies and advertisers worldwide as the pre-eminent award in the communications industry. The prestigious award also runs parallel to one of the key pillars of the 4As in the promotion of commercial creativity and its effectiveness.

"Currently in its 11th year, the Malaysia Effie Awards has continuously identified and awarded big ideas and good work put forward by creative talents in the country. With the unwavering support from Malaysia's marketing industry, we hope to continue recognizing the efforts made by brands and agencies alike into crafting an effective, successful, and measurable marketing campaigns," commented Andrew Lee, President of the Association of Accredited Advertising Agents Malaysia (4As).

The Malaysia Effie Awards 2018 is jointly supported by the Association of Accredited Advertising Agents Malaysia (4As), Malaysian Advertisers Association (MAA), and Media Specialists Association (MSA), in association with the Malaysia External Trade Development Corporation (MATRADE).

[View the full winner list here.](#)

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