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Ogilvy Named Agency Network of the Year at the 2019 APAC Effie Awards

Singapore (25 April 2019) – Ogilvy emerged victorious after being crowned Agency Network of the Year at the 2019 APAC Effie Awards. The winners were announced at the Awards Gala held at the Four Seasons Hotel, Singapore and attended by some 200 marketing professionals. A total of 79 metals were presented – 1 Grand Effie, 18 Gold, 23 Silver and 37 Bronze.

The Grand Effie, or “Best in Show,” was also nabbed by Ogilvy India and client Vodafone for their case “Vodafone Sakhi” – a mobile-based safety service dedicated to protecting women’s privacy through private number recharges. Vodafone Sakhi was developed in response to the prevalent social issue of sexual harassment through mobile phones in India.

Their wins helped Vodafone attain the Brand of the Year title and second place for the Marketer of the Year title. Ogilvy India was also named Agency of the Year.

Ogilvy took home a grand total of 18 metals, consisting of 1 Grand Effie, 6 Gold, 4 Silver and 7 Bronze, which led to their title of Network of the Year.

Presented for the first time, the Independent Agency of the Year title was awarded to KOO-KI after three

wins for the “Oyster Kanji Dictation” case for their client, Hiroshima Prefecture.

Leading the metal count for countries was India, with 14 metals and 1 Grand Effie. In second and third place, respectively, were Australia with 14 metals and New Zealand with 13 metals.

Charles Cadell, Chairman of the 2019 APAC Effie Awards, said, “We saw that the Asian pursuit of excellence has not slowed. This year, we saw many markets performing better compared to last year. It is clear that marketing excellence in Asia is at last becoming more broad-based in its choice of habitat – not least driven by the new digital and social platforms in which our region often leads the world.”

The “Most Effective” titles are earned based on the calculation of points accumulated for each Gold, Silver, Bronze and Finalist achievement. This year’s Most Effective companies were:

Most Effective Brand of the Year

1. Danzhai Wanda Village
1. Vodafone India
3. Swann Insurance

Most Effective Marketer of the Year

1. Insurance Australia Group
2. Nestlé
2. Vodafone Idea
2. Wanda Group

Most Effective Independent Agency of the Year

1. KOO-KI
2. The Womb Communications
3. BMF
3. Scoundrel
3. The Sweet Shop

Most Effective Agency of the Year

1. Ogilvy India
2. DDB New Zealand
3. Barnes, Catmur & Friends
3. Ogilvy Beijing

Most Effective Agency Network of the Year

1. Ogilvy
2. BBDO Worldwide
3. McCann Worldgroup

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

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