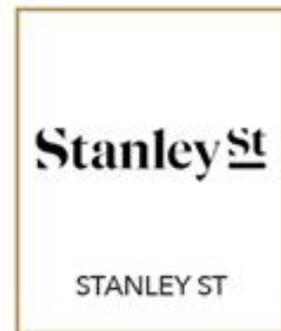


2020 BRAND
OF THE YEAR



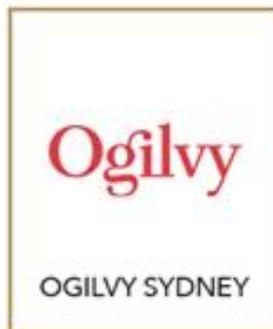
2020 MARKETER
OF THE YEAR



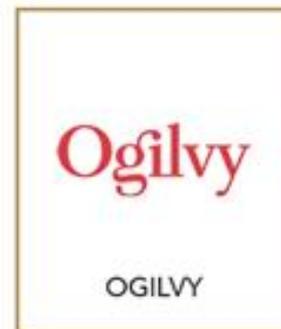
2020 INDEPENDENT
AGENCY OF THE YEAR



2020 AGENCY
OF THE YEAR



2020 AGENCY
OF THE YEAR



2020 AGENCY
NETWORK OF THE YEAR

Sep 25, 2020 APAC

2020 APAC Effie Award Winners unveiled at first-ever virtual Awards Ceremony

SINGAPORE – 25 September, 2020 – In a celebration of the best in marketing excellence, winners of the 2020 APAC Effie Awards were announced over an awards ceremony that took place virtually on 24 and 25

September 2020, with marketing practitioners and brands from across the Asia-Pacific region tuning in via live stream over the two days.

This year's Awards saw 122 finalists from 12 territories contending for top honours, with winners being selected by an international jury of agency and client representatives. The judging committee, led by Awards Chairman, David Porter, presented a total of 81 Effies, comprising 1 Grand Effie, 18 Golds, 25 Silvers and 37 Bronzes.

The Grand Effie, or Best-in-Show, was clinched by BMF Sydney and ALDI Australia for their entry, Loyalty Pointless Points, which effectually showcases how ALDI's Good Different brand platform enables points-loving Australians to buy more for less without the need for loyalty schemes.

Ogilvy was crowned Agency Network of the Year with 14 wins, comprising 3 Golds, 3 Silvers and 8 Bronzes.

New Zealand emerged as the overall winner with a grand total of 20 Effies, followed by Australia with 13 Effies, India with 12 Effies, Japan with 9 Effies, and China with 8 Effies.

"It's an honour to witness and celebrate Asia Pacific's best in marketing effectiveness with the APAC Effies. Winning an Effie is as good as it gets in recognising effective work and is the dream of many brand marketers. I congratulate all the well-deserving winners on this remarkable achievement. I am sure our industry will continue to push new boundaries in the search for compelling and effective work, and that the Effies will showcase more than ever the dynamism and talent in our region", said Porter.

The Special Awards ("Most Effective") are given to companies based on the total calculation of points accumulated for each Gold, Silver, Bronze and Finalist. This year's Special Awards Winners were:

Brand of the Year (Most Effective):

1. KFC
2. Pantene
3. Chatcops

Client of the Year (Most Effective):

1. Yum! Brands
2. Procter & Gamble
3. New Zealand Police

Independent Agency of the Year (Most Effective):

1. Stanley Street, Auckland
2. Edelman Australia, Sydney
3. GIGIL, Philippines

Agency of the Year (Most Effective):

1. Colenso BBDO (tie)
1. Ogilvy Sydney (tie)
3. DDB Group New Zealand

Agency Network of the Year (Most Effective):

1. Ogilvy
2. BBDO Worldwide
3. McCann Worldgroup

The full list of winners can be accessed [here](#). All campaigns that clinched metals and finalists will be accorded points towards the 2021 [Effie Index](#), which will rank the most effective companies and brands globally across all 2020 Effie Awards competitions.

This press release originally appeared on [apaceffie.com](#) >