



Jun 24, 2021 APAC

123 Finalists to Contend for Highest Honours at the APAC Effie Awards 2021

SINGAPORE (Jun. 24, 2021) – Effie Asia Pacific is pleased to announce that having concluded the final round of judging, 123 entries have emerged as finalists and will compete for the highly coveted Effies at this year's Awards.

These 123 finalists were shortlisted following week-long intense deliberations from some 120 esteemed jurors. In view of the ongoing pandemic, this is the second year running where the final round of judging was conducted virtually, with jurors dialling in from across the region and beyond to participate.

The final round of judging was led by the Awards Chairman, Ashish Bhasin of Dentsu International, and the 8 Heads of Jury – Alex Lubar of McCann Worldgroup, Annette Male of Wunderman Thompson, Christina Lu of AliExpress, Erica Kerner of ONE Championship, Michelle Hutton of Edelman, Shubhranshu Singh of Royal Enfield, Sindhuja Rai of Mondelez International and Takashi Takeda of DoubleVerify.

This year's finalists consist of entries from 14 territories across Asia Pacific. At the forefront of the shortlist is Australia with 34 finalists, followed by New Zealand with 26 finalists and India with 16 finalists. Leading the pack for the agency and client networks are Ogilvy with 32 finalists and Procter & Gamble with 10 finalists respectively.

Commenting on this year's judging, 2021 Awards Chairman Ashish Bhasin said, "I would like to extend my deepest appreciation to the Heads of Jury and our 216 jurors who devoted their time to select the finest works that best represent the APAC region. To enable greater industry participation, we have increased the number of judging panels for both rounds and reduced the number of entries seen at each panel. This

has allowed for more time for entries to be evaluated and deliberated. As expected, we have seen great work from the usual suspects this year, but we are also heartened to see a significant number of stellar entries from independent agencies making the shortlist, as well as greater representation from markets like Bangladesh and Pakistan. On behalf of the jury, it is my great pleasure to introduce the finalists for the APAC Effie Awards 2021 and I look forward to honouring all the winners at the Awards Ceremony in September.”

The APAC Effie Awards is one of the industry’s most distinguished accolades for marketing effectiveness. Globally recognised by agencies and clients alike as the gold standard, it continues to champion marketing excellence in the region by rewarding only the most effective works.

The full list of finalists may be accessed [here](#). The winners will be recognised at the Awards Ceremony which will take place in September 2021. More details will be shared as they become available and the latest competition updates can be found at www.apaceffie.com.

About Asia Pacific Effie Awards

The Asia Pacific Effie Awards honours the region’s most outstanding marketing communication works that have proven results in meeting strategic objectives. APAC Effies aims to lead, inspire and champion practices of marketing effectiveness excellence in the Asia Pacific region, and provides the growing industry with a regional platform where the best campaigns are celebrated. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry. Introduced by the New York American Marketing Association in 1968, the Effie Awards have since been recognised by advertisers and agencies as the global gold standard of marketing effectiveness excellence. The award now recognises and celebrates the most effective brands, marketers and agencies, globally, regionally and locally through its 50 plus award programmes across the world and through its coveted effectiveness rankings - the Effie Index.

About Effie Index

The Effie Effectiveness Index identifies and ranks the marketing industry’s most effective advertisers, agencies and brands by analysing finalist and winner data from Effie Worldwide competitions.

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