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121 Finalists to Contend for Medals at the 2024 APAC Effie Awards

SINGAPORE – 14 June, 2024 – Effie Asia Pacific proudly announces that 121 finalists have been selected after 2 rounds of rigorous judging and will vie for top honours, with the winners revealed at the Awards Gala on 13 September 2024.

The competitive pool of entries submitted were narrowed down to 121 finalists following intense discussion and scrutiny from around 120 judges, some who flew into Singapore to deliberate the effectiveness of each campaign.

The final round of judging was helmed by Awards Chairperson Tze Kiat Tan of BBDO, and eight Heads of Jury – Chris Iki of TBWA\HAKUHODO, Danielle Jin of Visa, Josephine Tan of Diageo, Lex Bradshaw-Zanger of L'Oréal, Linda Hassan of Domino's Pizza, Natalie Lam of Publicis Groupe, Nick Handel of MRM/McCann Worldgroup, and Rob Gilby of dentsu.

The finalists hail from 11 markets, with India comfortably in the lead at 47 finalists, followed by a second-place tie between Australia and New Zealand at 19 finalists each, and Singapore with 13 finalists. At the forefront of the agency networks is Ogilvy with 34 finalists, DDB Worldwide with 19 finalists, and The Womb with 9 finalists. For marketers, McDonald's leads with 11 finalists, followed by the Coca-Cola Company with 8 finalists, and Grab with 5 finalists.

"After two years of hybrid sessions, it was a pleasure to welcome judges from all corners of the Asia Pacific region back to in-person judging and to witness the immense effort made to assess the merits of each case. This would not have been possible without the sincere engagement and dedication of our jury, of which I am thankful for. I believe the finalists this year have set higher benchmarks for effectiveness and highlights the breadth of talent in the region, with more cases from non-traditional markets such as Indonesia and South Korea making the cut. I am pleased to introduce our full list of finalists and look forward to the Awards Gala where the results will be revealed", said Awards Chairperson Tze Kiat Tan.

The APAC Effie Awards is recognised by the industry as the gold-standard for evaluating marketing effectiveness and continues to champion effectiveness in the region by only rewarding ideas that have shown results.

The full list of finalists can be seen [here](#), and the winners will be announced at the Awards Gala at the Four Seasons Hotel in Singapore on 13 September. To access the latest competition updates, visit 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 55 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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