



**ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA**

**2013 MALAYSIA EFFIE AWARDS**

**GOLD WINNERS**

<b>Campaign Title</b>	<b>Primary Agency</b>	<b>Contributing Agency</b>	<b>Client</b>
Dyslexia Did Not Stop Me	Geometry Global/ Grey Group Kuala Lumpur		Persatuan Dyslexia Malaysia
CELCOM "BOLT OUT OF THE BLUE"	M&C SAATCHI (M) SDN BHD	ZENITH MEDIA SDN BHD	CELCOM AXIATA BERHAD

**SILVER WINNERS**

<b>Campaign Title</b>	<b>Primary Agency</b>	<b>Contributing Agency</b>	<b>Client</b>
"Astro kasih" Astro Hostel Project	The Wizard's Room Sdn Bhd	Mojo Films Sdn Bhd	Astro Malaysia Holdings Berhad
"Astro Kasih" Beautiful Malaysia Longest Underwater Clean-up	The Wizard's Room Sdn Bhd		Astro Malaysia Holdings Berhad
Oreo 1,000,000 Minutes of Bonding Moments	DraftFCB Sdn Bhd	Mindshare Malaysia/ Text100/ Yellow Mushroom Malaysia/ Carrot Films/ VHQ POST/ Imaginex	Mondelez Malaysia
"Durex" Tiny Trolls	Saatchi & Saatchi Arachnid		Reckitt Benckiser (M) Sdn. Bhd.
"MILO® CANS TWISTED FOOTBALL	Ogilvy Malaysia	Mindshare/ Media Cliq	Nestlé Products Sdn Bhd

**BRONZE WINNERS**

<b>Campaign Title</b>	<b>Primary Agency</b>	<b>Contributing Agency</b>	<b>Client</b>
AntiFade Colours' from Jotun Jotashield	Lowe and Partners Sdn Bhd		Jotun (Malaysia) Sdn. Bhd.
The Beetle 2012 Launch: "The Icon is Back"	M&C Saatchi	Tribal Worldwide Malaysia/ MediaCom Malaysia	Volkswagen Group Malaysia
"OCBC Bank"Thinking Beyond Finance	CARAT MEDIA SERVICES (M) SDN BHD	iProspect Malaysia	OCBC Bank (Malaysia) Berhad
"Nando's" We Grill Champions	Creative Juice Kuala Lumpur Sdn Bhd		Nando's Chickenland (Malaysia) Sdn Bhd
The Malay Mail GE 13	Amphibia Digital Sdn. Bhd.	EzyPzy.com	Redberry Sdn. Bhd.
"Dutch Lady" Drink More Do More - 2 A Day	Leo Burnett	Universal McCann	Dutch Lady Milk Industries
"KFC" Double Down Man	BBDO MALAYSIA SDN BHD	Universal McCann	QSR Brands (M) Holdings Sdn Bhd
"DiGi" DiGilympics	Naga DDB	Starcomm MediaVest Group	DiGi Telecommunications Sdn Bhd

**OTHER FINALISTS**

<b>Campaign Title</b>	<b>Primary Agency</b>	<b>Contributing Agency</b>	<b>Client</b>
Nissan Almera -ALMERA AFFAIR	CREATIVE JUICE KUALA LUMPUR	POP DIGITAL	EDARAN TAN CHONG MALAYSIA (ETCM)
Nissan Almera - Conventional from outside, unconventional within	GREY Group Kuala Lumpur	Artists Colony Sdb Bhd/ Grey Direct & Interactive Sdn Bhd/ G2 Public Relations	Edaran Tan Chong Motor Sdn Bhd
"Honda" Let Your Intuition Take Over	Dentsu Utama Sdn. Bhd.	Arachnid Sdn Bhd	Honda Malaysia Sdn. Bhd.
Carlsberg "Grow an Apple Tree"	Alpha 245 Communications Sdn Bhd	Comma Digital Sdn Bhd/ Milk PR Sdn Bhd/ Scoop Mediacom	Carlsberg Marketing Sdn Bhd
"Dumex" Kekal Kenyang Kekal Riang with Dugro	Lowe and Partners Sdn Bhd	Zenith Approach Sdn Bhd	DANONE DUMEX (M) SDN. BHD.

DiGi Challenge for Change	Empower Plus Sdn Bhd	Ogilvy Public Relations/ Uberfusion Sdn Bhd/ Naga DDB	DiGi Telecommunications Sdn Bhd
TM "TEAM MALAYSIA ROAD TO LONDON OLYMPICS 2012"	Astana International Sdn Bhd	UM MEDIA/ FANTASY FACTORY PRODUCTION SDN BHD	Telekom Malaysia Berhad
"STAR" Do What You Love	RAPP PLUS Sdn Bhd	IF Interactive Sdn Bhd/ Vizeum Media Services	Star Publications (Malaysia) Bhd
Maybank Treats Fair	Intigus Sdn Bhd		Malayan Banking Berhad
"Nando's "Democracy Platter	Creative Juice Kuala Lumpur Sdn Bhd		Nando's Chickenland (Malaysia) Sdn Bhd
"Kancil Awards"Stop Dreaming	TBWA\ Kuala Lumpur	Fuse Music & Sound Design/ Barry Gladmore Productions/ PixelPost Sdn Bhd/ Signcom Advertising Services	Association of Accredited Advertising Agents Malaysia (4As)
"Code 10"10 Makes The Man	Torpedo Ideas (M) Sdn Bhd	Mojo Films Sdn Bhd/ AddAudio Ex Sdn Bhd	Marico Malaysia Sdn Bhd
PREVENAR13 "Ball of Life'	Alpha245 Communications Sdn Bhd	essence Burson-Marsteller/ Bravo Events and Entertainment Sdn Bhd	Pfizer (Malaysia) Sdn Bhd
"DiGi" BEING THE VOICE OF THE YOUTH	TBWA\ Kuala Lumpur	STARCOM MALAYSIA	DIGI.COM BERHAD
"Maxis" Progress in Postpaid	McCann Erickson Sdn Bhd	Mindshare	Maxis Berhad
"MAS" OPEN THE DOOR TO DIFFERENT EXPERIENCES	OGILVY MALAYSIA	IPG MEDIABRANDS/ Untold Images Sdn Bhd	MALAYSIA AIRLINES SYSTEM
"ANMUM"PLANNING AHEAD	TRIBAL WORLDWIDE MALAYSIA	MEDIACOMM MALAYSIA	FONTERRA BRANDS MALAYSIA
Slurpee Bring Your Own Cup Day	H Media Malaysia Sdn Bhd	7-ELEVAN MALAYSIA SDN BHD/ FP AVANTE SDN BHD	Permanis Sandilands Sdn. Bhd.
"Maybank" Click. Pay. Confirm	Leo Burnett	Zenith Consulting	Maybank