

MALAYSIA EFFIE AWARDS 2019

Metal	Category Name	Campaign Name	Client	Brand	1st Primary	2nd Primary	1st Contributing	2nd Contributing	3rd Contributing	4th Contributing	Metal
Gold	Internet Service, Telco Products & Services	THE UNHEARD PRAYER	MAXIS BROADBAND SDN BHD	Maxis	Leo Burnett Advertising		Initiative Media	Growthops	Kingdom Digital	SearchGuru	G
Gold	Influencers	Wanita Besi	Procter & Gamble Malaysia Sdn Bhd	Pantene	Grey Malaysia		Astro Entertainment				G
Silver	Small Budget	YouTube Tidbits	Google Malaysia	YouTube Malaysia	Ensemble Worldwide	Initiative Media					S
Silver	Media Idea	Unilever makes you the steadiest football zombie	Unilever (Malaysia) Holdings Sdn. Bhd.	Unilever Malaysia	Ensemble Worldwide	Mindshare Malaysia	Motionrom				S
Silver	Media Idea	Wanita Besi	Procter & Gamble Malaysia Sdn Bhd	Pantene	Grey Malaysia		Astro Entertainment				S
Silver	Financial	YanXi Fix Deposit Strategy Campaign	RHB Bank Berhad	RHB Bank	180° Communications	FF Wire Sdn Bhd					S
Silver	Retail	Happy Beautiful Year	Watsons	Watsons	Naga DDB Tribal		Graph Studio				S
Silver	Brand Experience	Put the 'BIG' back in 'BIG MAC'	McDonald's Malaysia	McDonald's Malaysia	Leo Burnett Advertising		PRS Production	Maveriq Studios			S
Silver	Positive Change: Social Good - Brands	THE UNHEARD PRAYER	MAXIS BROADBAND SDN BHD	Maxis	Leo Burnett Advertising		Initiative Media	Growthops	Kingdom Digital	SearchGuru	S
Silver	Software & Apps	Grab #BuangBalikRaya	Grab Malaysia	Grab	Fishermen Integrated						S
Bronze	Restaurants	How KFC's Mat Ayam Charmed Malaysians	KFC Malaysia	KFC	Reprise Malaysia	Universal McCann					B
Bronze	Electronics	AIRDIBLES: EAT YOUR AIR POLLUTION	PANASONIC MALAYSIA	PANASONIC	Naga DDB Tribal	Vizeum					B
Bronze	Personal Care	Unilever makes you the steadiest football zombie	Unilever (Malaysia) Holdings Sdn. Bhd.	Unilever Malaysia	Ensemble Worldwide	Mindshare Malaysia	Motionrom				B
Bronze	Engaged Community	Wanita Besi	Procter & Gamble Malaysia Sdn Bhd	Pantene	Grey Malaysia		Astro Entertainment				B
Bronze	Financial	700 Day Itch	AIA BERHAD	AIA	Leo Burnett Advertising						B
Bronze	Internet Service, Telco Products & Services	MyDigi Rewards: From Rewards Catalogue to Home of Ideas for Every Moment	Digi Telecommunications Sdn Bhd	Digi	Naga DDB Tribal		Geometry Malaysia	PersonEdge			B
Bronze	Restaurants	Put the 'BIG' back in 'BIG MAC'	McDonald's Malaysia	McDonald's Malaysia	Leo Burnett Advertising		PRS Production	Maveriq Studios			B
Bronze	David vs Goliath	FIBRENATION - THE BIRTH OF A NEW NATION	MAXIS BROADBAND SDN BHD	Maxis	Leo Burnett Advertising		Kingdom Digital	Growthops	Initiative Media	SearchGuru	B
Bronze	New Product or Service Introduction	The Singing Pizza	Pizza Hut Restaurants Sdn Bhd	Pizza Hut	TBWA \ Kuala Lumpur		Mindshare	Fishermen Integrated			B
Bronze	Healthcare Products & Service	Muscle Strength for Everyday	Abbott Laboratories	Ensure Gold	Dentsu-LHS (Malaysia) Sdn	Leo Burnett Advertising	Consider iProspect	Vizeum	Weber Shandwick	At Event Quest	B
Bronze	Internet Service, Telco Products & Services	FIBRENATION - THE BIRTH OF A NEW NATION	MAXIS BROADBAND SDN BHD	Maxis	Leo Burnett Advertising		Kingdom Digital	Growthops	Initiative Media	SearchGuru	B
Bronze	Internet Service, Telco Products & Services	MAXISONE PRIME - BETTER TOGETHER	MAXIS BROADBAND SDN BHD	Maxis	Leo Burnett Advertising		Kingdom Digital	Growthops	Initiative Media	SearchGuru	B
Bronze	New Product or Service Introduction	OMBAK- Water Made the Malaysian Way	Woongjin Coway (Malaysia) Sdn. Bhd.	COWAY	Grey Malaysia		Ampersand Advisory	Kenji Chai	Directors Think Tank	Fuse Asia	B
Bronze	Internet Service, Telco Products & Services	HOME IN A SIM	MAXIS BROADBAND SDN BHD	Maxis	Leo Burnett Advertising		Initiative Media	Growthops	Kingdom Digital	SearchGuru	B
Bronze	Personal Care	Sebarikan Kata Seharum Bunga (Spreading Pleasant and Fragrant Words)	Johnson & Johnson Sdn. Bhd.	Listerine	Ensemble Worldwide	Universal McCann	Reprise Malaysia Digital				B
Bronze	Beverages / Alcoholic	Carlsberg Probably The Best Football Beer Campaign	CARLSBERG BREWERY MALAYSIA BERHAD	Carlsberg	Geometry Malaysia						B
Bronze	David vs Goliath	Giler Unlimited	U Mobile Sdn Bhd	U Mobile	TBWA \ Kuala Lumpur		BPN Malaysia	Society Malaysia			B
Bronze	Financial	Making Malaysia a cashless society	Axiata Digital eCode Sdn Bhd	Boost	M&C Saatchi (M) Sdn Bhd						B
Bronze	Engaged Community	How KFC's Mat Ayam Charmed Malaysians	KFC Malaysia	KFC	Reprise Malaysia	Universal McCann					B
Bronze	Influencers	Aktifkan AME 2019	F&N Beverages Malaysia Sdn Bhd	100PLUS Malaysia	Ensemble Worldwide	Universal McCann	Mahu Pictures	Measat Broadcast			B
Finalist	Media Idea	Anything is Pause-able Especially When There's Drama	White Cafe Sdn Bhd	Oldtown White Coffee	Ensemble Worldwide	Initiative Media	Astro	Reprise Malaysia	Inventure		F
Finalist	Snacks & Desserts	How Lychee Yogurt took a bite out of Wall's market share	Nestlé Malaysia	Nestlé Tropicana Lychee Yogurt	Reprise Malaysia		Mindshare Malaysia				F
Finalist	Positive Change: Social Good - Brands	Wanita Besi	Procter & Gamble Malaysia Sdn Bhd	Pantene	Grey Malaysia		Astro Entertainment				F
Finalist	Brand Experience	HOW AN INTERNET BRAND BECAME AN ENTERTAINMENT BRAND	MAXIS BROADBAND SDN BHD	Maxis	Leo Burnett Advertising		Initiative Media	Growthops	Kingdom Digital	SearchGuru	F
Finalist	Media Idea	Sunsilk Hijab Recharge #SisCuba	Unilever (Malaysia) Holdings Sdn. Bhd	Sunsilk	Creative Juice \ Kuala Lumpur	TBWA \ Kuala Lumpur	Mindshare Malaysia	MediaPrima TV			F
Finalist	Restaurants	'Love for local'	McDonald's Malaysia	McDonald's Malaysia	Leo Burnett Advertising		StaeK Photography				F
Finalist	New Product or Service Introduction	Giler Unlimited	U Mobile Sdn Bhd	U Mobile	TBWA \ Kuala Lumpur		BPN Malaysia	Society Malaysia			F
Finalist	Internet Service, Telco Products & Services	Dooit for Family	Maxis Broadband Sdn Bhd	Maxis	Ensemble Worldwide	Initiative Media	Mojo Films	The Kalavera			F
Finalist	Real Estate	UEM Sunrise: Rumah Happy Aidilfitri	UEM Sunrise	UEM Sunrise	Reprise Malaysia						F
Finalist	Financial	Huat 2.0	Standard Chartered Malaysia	Standard Chartered Malaysia	TBWA \ Kuala Lumpur		Columbus Agency				F

Brand of the Year: **MAXIS**

Agency of the Year: **Leo Burnett Advertising**