

The Kantar logo, featuring the word "KANTAR" in a bold, sans-serif font. The letter "K" is white, and the letters "ANTAR" are yellow. The logo is positioned in the top left corner of the image.

**KANTAR**

# **DIGITAL CREATIVE EFFECTIVENESS AWARDS APAC 2025**

**Meaning in Moments**

# Contents



<b>The Top 10 Most Creatively Effective Digital Assets in APAC for 2024</b>	<b>3</b>
<b>Meaningful Moments: The Creative Multiplier Factor</b>	<b>4</b>
<b>Striving for Intentional Attention</b>	<b>5</b>
<b>Creating a Legacy Through Owning Moments</b>	<b>6</b>
<b>Putting the 'Me' in Meaning</b>	<b>7</b>
<b>Well-begun is Half-done</b>	<b>8</b>
<b>Summary</b>	
<b>Global Winners and Shortlisted Entries</b>	



# Best Digital Ads in APAC Tested in 2024

The winners of the 2025 Digital Creative Effectiveness Awards for APAC span six countries from the region and feature a diverse range of categories.



**#1**  
L'Oréal Paris  
**Revitalift Oil Control TikTok**  
McCann Paris  
Thailand



**#2**  
Garnier Men  
**Turbo Bright Double Action Face Wash**  
Publicis Thailand  
India



**#3**  
Mama Sita's  
**Divers**  
GIGIL  
Philippines



**#4**  
Heineken  
**Festive Fireworks**  
LePub Singapore  
Vietnam



**#5**  
Coca-Cola  
**Janhvi Kapoor is ready to feel the #RealMagic**  
Ogilvy India  
India



**#6**  
JBL  
**Japan Tour Pro**  
Havas  
Japan



**#7**  
LG  
**좋은 삶을 만드는 건, 바로 당신입니다. | Life's Good | LG전자**  
TBWA / Chiat / Day  
South Korea



**#8**  
S-Pure  
**The Best of S-Pure Farm to Your Table**  
Spa Hakuodo  
Thailand



**#9**  
Ballantine's  
**Ballantine's Time Well Spent with Hyun Bin**  
BBDO Korea  
South Korea



**#10**  
Moccona  
**For Love's of Coffee**  
Dentsu  
Thailand





# Meaning in Moments

The Creative Multiplier Factor



# Striving for Intentional Attention

What is the most valuable currency in today's content-saturated world? Intentional attention.

Achieving intentional attention is not just about stopping the scroll but about drawing people into a 'flow state' where focus is at the highest and connection runs deep. When triggered, this is the most powerful form of engagement any brand can ever hope for.

To spark this level of engagement, content must:

1. entertain,
2. feel natural in its setting, and
3. aligns with what the viewer is already primed to enjoy

These contents often feel effortless, unstaged even, though purposefully crafted to meet viewers where they are. It's in this sweet spot between authenticity and intention where the real magic happens.

Ultimately, crafting creatively effective content is to create meaningful moments that don't just capture attention but also leaves a lasting impression.



L'Oréal Paris

**Revitalift Oil Control**  
**TikTok**

McCann Paris

Thailand



JBL

**Japan Tour Pro**

Havas

Japan

This L'Oréal Paris ad for TikTok clearly demonstrates the power of designing with intentional attention in mind. Visual hierarchy and platform realities align to guide the viewers' eyes exactly where it matters. The result is an ad that not's just pleasing but also purposeful as it has enhanced emotional clarity and with the brand presence unmistakably clear.

Music, dance, and visuals that impeccably and intuitively link to product benefits – JBL shows in this ad how fully embracing the logic of the platform is it creating for can help delight audiences with every detail. All elements of the ad work in harmony to guide focus and create an experience that's truly immersive and memorable.



# Creating Legacy Through Owning Moments

One of the most powerful levers in brand storytelling nowadays is shifting the message from “why you need us” to “what we can do for you”. Hence, the best campaigns don’t just sell products but create meaningful moments – through tapping into emotions like gratitude, care, and even love, and then tying them back to the brand’s story in a fresh, relevant way. These moments stick because they reflect the quiet, consistent presence of a brand in the background of everyday life as it empowers its consumers to thrive.

Executions then need to be honest and emotionally grounded. It’s all about telling stories that feel real by using small acts and familiar experiences to show the brand’s role. Furthermore, it’s about creating stories not just to be chosen, but to genuinely care. This is how brands can effectively earn meaning, and ultimately, forge their legacy.



LG  
**좋은 삶을 만드는 건, 바로 당신입니다. | Life's Good | LG전자**  
TBWA / Chiat / Day  
South Korea

For brands aiming lasting impact, the key is simple: say who you are, show how you can make people feel – and everything else just falls into place. This LG ad shows exactly how it’s done. Anchored in the brand’s belief that “Life’s Good,” it weaves together a grand tapestry of intimate yet powerful moments from daily life with the brand as the central thread.



Garnier Men  
**Turbo Bright Double Action Face Wash**  
Publicis Thailand  
India

Garnier Men further cements its place as the brand that mirrors Indian men’s need for high performance in this ad. Told through a streamlined narrative, Garnier owns the art of cleansing by positioning it as a reset. The routine is elevated to be a transformative pause where pollution is washed away, leading to confidence and the readiness to perform at peak level.



S-Pure  
**The Best of S-Pure Farm to Your Table**  
Spa Hakuodo  
Thailand

S-Pure creates a creatively effective ad by framing its innovations through the lens of everyday enrichment, turning simple moments of sustenance into something more personal and indulgent. With this, the brand shows that legacy aren’t built by shouting louder but rather through making each small moment more meaningful.



# Putting the 'Me' in Meaning

Meaningful campaigns do not begin with the brand, rather they begin with the consumer. At the heart of it lies tapping into real emotions and lived experiences to create space for authentic connection.

Thus, when ads prompt people to slow down, reflect, or feel something true, they do more than just deliver a message. They also become a part of how we understand ourselves and the world around us. Through embracing this kind of storytelling, brands ensure that they don't just simply capture attention. They also earn a place in people's memories – one meaningful moment at a time.



Coca-Cola  
**Janhvi Kapoor is ready to feel the #RealMagic**  
Ogilvy India  
India

Sharing a Coke sparks a playful, flirtatious moment in this memorable ad. It shows how finding meaning in small, everyday interactions can create emotional depth but also forge strong connections that resonates long after the screen fades.



Heineken  
**Festive Fireworks**  
LePub Singapore  
Vietnam

This Heineken ad puts the 'Me' in meaning by celebrating the joy of being fully present. It captures real moment of connection with the brand as the catalyst – reminding us to slow down, tune in, and savor life.



Ballantine's  
**Ballantine's Time Well Spent with Hyun Bin**  
BBDO Korea  
South Korea

Ballantine's invites viewers to reflect o the significance of spending quality time with loved ones in this ad. Through this, it elevates the act of drinking whisky into a deeply personal and unifying moment.



Moccona  
**For Love's of Coffee**  
Dentsu  
Thailand

Moconna secures its spot in viewers' hearts – and on this year's winners list, by transforming a simple pause into a moment of warmth and comfort. With aspirational visuals and stirring music, the ad captures the personal satisfaction of small pleasures and cements Moconna's association with savouring life's little joys.



# Well-begun is Half-done

How you start shapes everything that follows. Our winning ads this year manifest this in two ways:

1. Deriving meaning through creative optimisation journeys
2. Leveraging meaningful tech

Essentially, it's about creating for meaning from the ground up through testing early, optimising boldly, and using consumer insights to shape content that truly connects.

Brands that invest in getting it right from the start see stronger creative foundations, greater consistency across media, and are 15% more likely to drive short-term sales. These are the early birds that turn intent into impact, setting the tone for meaningful moments throughout the journey.

On the other hand, there are the pioneers who have embraced AI not just as a tool but as a creative partner. By leveraging AI to experiment, innovate, and learn iteratively and at scale, brands may unlock insights that drive full-funnel impact.



Mama Sita's

**Divers**

GIGIL

Philippines

Mama Sita's took a bold plunge into the quirky with a chicken diving competition – an unconventional idea for the marinade category with clear creative risks. But by testing early through animatics, they fine-tuned storytelling and emotional tone thus, turning a wild concept into a winning one!



Maybelline New York

สวยทุกแสง **All Lights I**

**Shine -**  
**INK WARUNTORN**  
**[Official MV]**

Soho Square

Thailand

This globally-recognized music video-inspired ad from Maybelline New York was tested through a broader meta-learning initiative with LINK AI. Not only did it affirm the strong creative potential of this ad amplified by the cohesive fusion of pop culture and brand sensibilities, it also helped uncover insights to guide future campaigns on how to make innovative content.



# How Brands Create Meaning in Moments



## STRIVING FOR INTENTIONAL ATTENTION

---

Meaningful moments are rooted in creating for context – the magic is in execution

This leads to content that is intentionally unstaged and uses emotional clarity to generate not just attention, but also memorability

## CREATING LEGACY THROUGH MOMENTS THEY OWN

---

What you do for me rather than why I need you

Casting the brand's history in a new, emotionally resonant light — one that connects gratitude, love, and care from past moments to the present



## PUTTING THE ME IN MEANING

---

Effective content creates a space where genuine connections can flourish – enabling us to connect with our inner selves and the world around us, fostering a sense of clarity and purpose



## WELL-BEGUN IS HALF- DONE

---

Salute to the early birds, and the pioneers–

The ones who invested in getting content right at the early stage of development and we know that leads to +15% greater likelihood of a short-term sales rise

The pioneers who are in the front seat watching AI navigate complex emotions, keeping up with new beats.

# APAC creatives recognized at the 2025 Global Creative Effectiveness Awards

Category	Brand	Ad Name	Agency	Country
Digital – 3 <sup>rd</sup> place	Tourism Australia	<u><a href="#">Colours of Australia, Taylor’s Version</a></u>	Tourism Australia Social Media Team	USA
Digital - 9th place	Nikka Whisky	<u><a href="#">生きるを愉しむウイスキー (Savour the Joy of Life)</a></u>	dentsu	Japan
Digital - shortlisted	Toblerone	<u><a href="#">Toblerone Never Square - Christmas</a></u>	Leo Burnett	Philippines
Digital - shortlisted	AWS (Amazon Web Services)	<u><a href="#">Business Transformed</a></u>	Joint	Singapore
Digital AI - 9th place	Maybelline New York	<u><a href="#">สวยทุกแสง All Lights I Shine - INK WARUNTORN [Official MV]</a></u>	Soho Square	Thailand
TV AI - 1st place	Freya's	<u><a href="#">Variety is Good</a></u>	DDB NZ	New Zealand
TV AI - 2nd place	Colgate Maxfresh	<u><a href="#">Dr Sleep 30Sec</a></u>	Ogilvy	India
TV AI - 5th place	Vogel's	<u><a href="#">VOGELS Nothing Compares</a></u>	DDB NZ	New Zealand
TV AI - shortlisted	Olivani	<u><a href="#">Olivani End Frame Version 2</a></u>	DDB NZ	New Zealand
TV AI - shortlisted	Frisk	<u><a href="#">Enjoy being yourself “Sticky Note”</a></u>	Hakuhodo Inc.	Japan





## ABOUT THE KANTAR DIGITAL CREATIVE EFFECTIVENESS AWARDS IN APAC

---

All the ads we highlight are brought to us by our clients and their agencies.

Winners are selected through a combination of consumer-validated data and expert review. First, we shortlist ads based on their LINK scores 'as judged by consumers'. Then our team of creative experts review the top performers to assess their storytelling and brand-building power.

Our LINK solution gives us benchmarked creative performance metrics and a validated short-term sales lift, meaning our winners are a magic combination of creativity and effectiveness, driving sales and brand equity.

## ABOUT KANTAR

---

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies.

We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act.

We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

# Connect creativity to strong outcomes through Kantar's LINK portfolio:

## LINK qualitative

### The most powerful way to nurture creative ideas.

LINK qualitative approaches provide early-stage creative development.

They help you inspire, develop and finetune, culturally-relevant creative experiences which connect to your brand and audience expectations.

## LINK+

### The most powerful way to make creative work.

LINK+ is the industry-leading, fast and flexible survey-based creative effectiveness solution.

It gives you the power to create strong advertising that connects with consumers and increases sales impact and builds brand value.

## LINK AI

### The most powerful way to make ads work at scale.

LINK AI applies cutting-edge technology to the world's largest ad testing database to provide insights without the need for surveys. You get robust predictions at an unprecedented scale in as few as 15 minutes, empowering you to make confident decisions, fast.

To learn more how you can supercharge your creative optimization journey, reach out to:

- [Julie.Tan@Kantar.com](mailto:Julie.Tan@Kantar.com)
- [LauraNerissa.Parungao@Kantar.com](mailto:LauraNerissa.Parungao@Kantar.com)





The Kantar logo, featuring the word "KANTAR" in a bold, sans-serif font. The letter "K" is white, and the letters "ANTAR" are yellow. The background of the slide is a deep blue with a complex, white line-art pattern of stylized flowers and leaves. A diagonal band of a darker blue color runs from the top left towards the bottom right, partially obscuring the main text.

**KANTAR**

# **DIGITAL CREATIVE EFFECTIVENESS AWARDS APAC 2025**

**Meaning in Moments**