

2013 EFFIE CHINA AWARDS WINNERS

Products & Services Categories				
Winning Status	1. Automotive	Agency	Contributing Agency	Advertiser
Gold	Jeep Compass指南者“遇见你的城”campaign Jeep Compass "Encounter Your City"	Lintas China(Beijing)Co.Ltd		Chrysler Group (China) Sales Limited
Silver	全新奔驰B级豪华运动旅行车夜行独享版 爱更夜•爱更多 New Benz: Love night, love more	Ogilvy Beijing		Mercedes-Benz China Limited (MBCL)
Bronze	Kymco愛車研究所 Kymco: Care For Your Moto Research Center	BBDO Taiwan Advertising Limited		Kwang Yang Motor Co., LTD.
Bronze	宝马mini城市微旅行 BMW mini Micro Urban Tours	LeTV		BMW

2. Transportation [Vacant]

Winning Status	3. Beauty Products & Services	Agency	Contributing Agency	Advertiser
Gold	Shave Sexy	BBDO China		P&G China
Silver	巴黎欧莱雅2013戛纳巨星挚爱彩妆 L'Oreal 2013 Cannes Superstars Beloved Cosmetics	CCE Communication Group		L'Oreal Paris
Bronze	宝洁为母亲喝彩 P&G Cheer for Mothers	Tencent	MediaCom	Procter & Gamble
Bronze	白兰氏纤梅饮因排毒篇 Brand's Innershine Detox Campaign	Publicis SH		Brands

Winning Status	4. Beverages-Alcohol	Agency	Contributing Agency	Advertiser
Gold	阿妈ㄟ辦桌菜 Mama's Feast	McCann Worldgroup Taiwan		TAIWAN TOBACCO & LIQUOR CORPORATION
Silver	百威皇想曲 (百威音乐王国) Budweiser Rhapsody	im2.0 interactive group		Budweiser
Bronze	百利 Cream With Spirit Baileys Cream With Spirit	BBH China Ltd.		Diageo

Winning Status	5. Beverages-Non-Alcohol	Agency	Contributing Agency	Advertiser
Gold Grand Effie Winner	可口可乐昵称瓶夏日战役 Coca-cola Nickname Summer Campaign	Socialab(beijing)Technology Co.Ltd.		The Coca-Cola Company
Silver	找个理由多喝水 Reasons for Drinking Water	Ogilvy & Mather Taiwan		Vedan
Bronze	加多宝“对不起体” GDB Sorry Style	Utop Communications Group		JDB Group
Bronze	可口可乐：那些年，我们的同学会 Coca-cola: Our Alumni	ArtM PR Communications Co.	Renren Inc	coca-cola Greater China

Winning Status	6. Food	Agency	Contributing Agency	Advertiser
Gold	把乐带回家2013 2013 Bring Happiness Home	BBDO China		PepsiCo Greater China
Silver	伊利巧乐兹 “雪糕棍浪漫告白” 整合传播 Yili Qiao Le Zi: "Romantic Confession on Popsicle Bar"	Ogilvy Beijing		Yili Qiao Le Zi
Bronze	多力多滋夜電嚇鬼 Doritos, Shock the Ghost Dead	OMD Taiwan		PepsiCo Foods Taiwan
Bronze	乖乖造句包 語言養成計畫 Language cultivation plan: make sentence with Kuai Kuai packages	JWT Taiwan		Kuai Kuai Co., Ltd.

Winning Status	7. Restaurants	Agency	Contributing Agency	Advertiser
Gold	麦当劳“愤怒的小鸟”合作行销 McDonalds Angry Birds Campaign	TBWA\SHANGHAI		McDonalds China
Silver	麦当劳：夜亮了 McDonalds: Light the night up	NIM Digital		McDonalds China
Bronze	I'm Amazing!	DDB Group Hong Hong		McDonald's Restaurants (Hong Kong) Limited

Winning Status	8. Corporate Reputation/Professional Services	Agency	Contributing Agency	Advertiser
Gold	北京灵狮"0 Coffee"campaign Beijing Lintas "0 Coffee" Campaign	Lintas China(Beijing)Co.Ltd		Lintas China(Beijing)Co.Ltd
Gold	多乐士2013 "一百万个多彩开始" 互动整合营销 Dulux 2013: "A Million Colorful Starts"	Amber Communications (Beijing) Co. Ltd.		Dulux
Bronze	杜蕾斯官方微博 Durex Official Weibo	Socialab (Beijing) Technology Co.		ReckittBenckiser

Winning Status	9. Electronics	Agency	Contributing Agency	Advertiser
Gold	三星Note II百人证言-无处不在的Note II Samsung Note II - Note II everywhere	Cheil Opentide		Samsung China
Silver	和明星一起挑战没有手机的48小时生活 48 hours without cellphone	Cheil Opentide		Samsung China
Bronze	小米手机2社会化电商第一单 Xiaomi Mobile 2: the 1st order in social commerce	SINA		Xiaomi
Bronze	联想运动达人 Lenovo Sport Expert	Company Name: Guangzhou Win- Line Ogilvy Marketing Communication Co.		Lenovo

10. Culture & The Arts [Vacant]

Winning Status	11. Entertainment & Sporting Events	Agency	Contributing Agency	Advertiser
Bronze	电影《中国合伙人》新媒体推广 American Dreams in China Movie Promotion	Socialab(Beijing)Technology Co.		wepictures

Winning Status	12. Leisure Product & Services	Agency	Contributing Agency	Advertiser
Gold	"以姐妹之名 全倾全力" All in for my girls	TBWA\SHANGHAI	Carat	adidas Group Greater China
Silver	胶囊蝉翼 Cicada's Wings in Capsule	RUI marketing scheming (Shanghai) Co. LTD		Nanjing B.C. SPORTS Products CO., LTD

Winning Status	13. Fashion & Style	Agency	Contributing Agency	Advertiser
Gold	酷乐仕维他命获得2013: "活出天然色彩" 互动整合营销 Glacéau Vitaminwater 2013: "Colorize Your Life"	Amber Communications (Beijing) Co. Ltd.		Glacéau Vitamin Water
Bronze	周大福"觅·逢·爱·之物语" Chow Tai Fook "Find The Love Quote"	Shunya International Brand Consulting (Beijing) Co.		Chow Tai Fook
Bronze	每克拉美，网络定制剧打磨钻石人生 Makelumer: Polish A Diamond Life	LeTV		MAKELUMER
Silver	三叶草倾尽团队热情整合传播广告战役 Adidas Originals Represent	TBWA SH		adidas Originals

Winning Status	14. Nutrition Products & Services	Agency	Contributing Agency	Advertiser
Gold	安利纽崔莱蛋白粉"加一勺" Amway Nutrilite Protein Powder: Add A Spoon	Publicis SH		AmyWay
Silver	"暗恋"—芬必得乳膏上市整合传播 Unrequited Love: Fenbid Launch Campaign	Ogilvy Beijing		Tianjin Smith Kline &French Laboratorles Ltd
Bronze	Feel Like Natural Eyes Day to Night	McCann Worldgroup Taiwan		Johnson & Johnson Vision Care Taiwan

Winning Status	15. Household Supplies & Services	Agency	Contributing Agency	Advertiser
Gold	Art of Absorption	Publicis SH		May Flower
Silver	中国孩子玩起来 Let the Chinese Children Play Hard	Profero		OMO
Bronze	舒肤佳洗手篇 Safeguard: Hands Washing Campaign	Saatchi & Saatchi Advertising		Procter & Gamble (Guangzhou) Ltd
Bronze	金纺布料世界中国上市 Comfort The World of Cloth	Ogilvy & Mather Shanghai		Unilever (China) Limited Co.

Winning Status	16. Household Furnishings & Appliances	Agency	Contributing Agency	Advertiser
Gold	日立冷气 幸福温度計画 Hitachi Air Conditioner: The Sweet Temperature Plan	Bremen Digital Creative		Hitachi taiwan
Silver	好卧室为妈妈充电 Great Bedrooms Get Mums Recharged	Ogilvy & Mather Taiwan		IKEA Taiwan
Bronze	多乐士2013 “一百万个多彩开始” 互动整合营销 Dulux 2013: "A Million Colorful Starts"	Amber Communications (Beijing) Co. Ltd.		Dulux
Bronze	卡萨帝“创艺启示录” Casarte: The Revelation of Art	Netease		Haier

Winning Status	17. Agricultural & Industrial	Agency	Contributing Agency	Advertiser
Silver	西门子“答长远行更远”品牌传播战役 Simens: A Long-term Plan Makes You Go Further	Ogilvy Beijing		Siemens Ltd. China
Bronze	嘉实多极护：极致钛度，挑战极限 Castrol Extreme Titanium, Challenge the Extreme	NIM Digital		Castrol
Bronze	卡特彼勒挖掘机“卡特英雄”整合传播 Caterpillar Hero	Ogilvy Beijing		Caterpillar (China) Investment Co., Ltd.

Winning Status	18. Retail&Etail	Agency	Contributing Agency	Advertiser
Gold	361° 买一善一 361° One cares One	Neo@Ogilvy		361°(CHINA)co.,LTD.
Bronze	小熊电器--爱不停炖 Bear: Love Never Stop	Shanghai Xiyi Adevertising co.		Guangdong Bear Electric Co. Ltd

Winning Status	19. Software, Internet/ Telecom Products and Services	Agency	Contributing Agency	Advertiser
Gold	百度魔图“PK大咖”整合营销 Baidu Photowonder: Challenge Mr.Big	Baidu Online Network Technology Co.		Baidu Online Network Technology Co., Ltd.
Silver	杜蕾斯BABY APP社交网络推广 Durex BABY APP social network promotion	Socialab(beijing)Technology Co.		ReckittBenckiser
Silver	腾讯《弹指间 心无间》品牌形象三部曲 Tencent: Click Through to Your Heart	Grey China Marketing Communications Co.		Tencent, Inc.
Bronze	温暖搜索框创意公益活动 Sweet search box	Baidu Online Network Technology Co.		Baidu Online Network Technology Co., Ltd.

Winning Status	20. Media Companies	Agency	Contributing Agency	Advertiser
Bronze	我的思考DNA My DNA for Thinking	Proximity		NetEase

21. Office & Delivery Products & Services [Vacant]

Winning Status	22. Financial Products & Services	Agency	Contributing Agency	Advertiser
Gold	支付宝，知托付 Alipay Zhituofu	Lowe China		Alibaba
Silver	广发银行电子银行-兵马俑篇 Guangfa E-Bank: Terra-Cotta Warriors Campaign	YOUNG & RUBICAM (BEIJING) ADVERTISING CO.		China Guangfa Bank
Bronze	萬泰銀行靈活卡 Cosmos Bank Smart Card	ADK Taiwan		Cosmos Bank

Winning Status	23. Real Estate, Travel, Tourism & Destination	Agency	Contributing Agency	Advertiser
Gold	100 years before the birth of DORAEMON @ Harbour City	Harbour City Estates Limited		Harbour City Estates Limited
Silver	全国最大二维码草坪 The Largest QR Code Lawn in China	Xi'an QuJiang Wit Interactive Marketing Communication Company		HeFei Vanke RuiXiang Real Estate Ltd. Co.
Bronze	加州旅游局——我“摇”去加州 Shake for California	WE Engauge		California Travel and Tourism Commission

Winning Status	24. Government & Institutional	Agency	Contributing Agency	Advertiser
Silver	民工孩子的奢侈品 Luxury for migrants' children	Cheil		New Citizen Program
Bronze	会生长的“种子展厅” Growing Showroom	newsun		GAIP

Specialty Categories

Winning Status	1a. Goodworks - Non Profit	Agency	Contributing Agency	Advertiser
Gold	Old Parts for New	Ogilvy & Mather Advertising Hong Kong		Project ORBIS International
Silver	《回家》系列 Coming Home	McCann Worldgroup Shanghai		China central television advertising center
Bronze	不老夢想 Immortal Dreams	Inspire Activation Co.		Hondao Senior Citizen's Welfare Foundation and JT Tobacco International Taiwan Corp
Bronze	Global Day of Giving	DRAFTFCB		CERECAREWELLNESS.ORG

Winning Status	1b. Goodworks - Brands	Agency	Contributing Agency	Advertiser
Gold	Happy Shot	Publicis SH		Sanofi
Silver	361°买—善— 361° One cares One	Neo@Ogilvy		361°(CHINA)co.,LTD.
Bronze	雅安寻人 Search for Ya'an Quake Survivors	SINA	Sina Sichuan	SINA
Bronze	儿童安全座椅公益推广行动 Safety Seats	Autohome.com		Autohome.com

2. Media Awards				
Winning Status	2a. Media Idea	Agency	Contributing Agency	Advertiser
Silver	护舒宝-选择率性而活 Whispers: Live as you wish	Aiwd media		Procter & Gamble (Guangzhou) Ltd.
Bronze	全新奥迪Q3"潮流重塑 全城热摇"campaign New Audi Q3 "Reform The Trend, Agitate The City" Campaign	Lintas China(Beijing)Co.Ltd		First Automobile Works Volkswagen Automotive Co., Ltd
Bronze	伊利：中国牛仔的一天 Yili: A Day of Chinese Cowboy	iFeng	Tengxin Medium	Inner Mongolia Yili Industrial Group Limited
Bronze	东风标致3008新车上市双"V"非官方账号运营营销 Peugeot 3008 New Car Launch: Double "V" non-verified account campaign	Fractalist		Peugeot

Winning Status	2b. Media Innovation	Agency	Contributing Agency	Advertiser
Gold	I'm Amazing!	DDB Group Hong Kong		McDonald's Restaurants (Hong Kong) Limited
Bronze	飞利浦V-store营销模式 Philips V-store Marketing Model	iQiyi		Philips
Bronze	Art of Absorption	Publicis SH		May Flower
Silver	理肤泉微信O2O应用实例 La Roche-Posay O2O Applications on WeChat	Teein		LA ROCHE-POSAY

Winning Status	2c. Single Media Company Activation	Agency	Contributing Agency	Advertiser
Bronze	《麻仁•绝对有戏》守护夕阳行动 Maren, absolutely good show	Hebei Satellite Television	HEBEI YIHE Culture Broadcasting	Tianjin Central Pharmaceutical Co., Ltd.
Bronze	"百度搜红包"互联网春节互动整合营销 Baidu Search for Hongbao Spring Festival Interactive Campaign	Baidu Online Network Technology Co.		Baidu Online Network Technology Co., Ltd.
Bronze	趣多多愚人节的百度大整蛊 Chips Ahoy! Baidu Big Fool Plan on April Fool's day	Baidu Online Network Technology Co.		Chips Ahoy!

Winning Status	3. Small Budget	Agency	Contributing Agency	Advertiser
Gold	Jeep 尤文图斯中国行"code double J" Juventus China Tour "Code Double J"	Lintas China(Beijing)Co.Ltd		Chrysler Group (China) Sales Limited
Gold	關注龍屋計劃 Cage Home Integrated Campaign	Publicis Hong Kong Limited		Society for Community Organization
Silver	Old Parts for New	Ogilvy & Mather Advertising Hong Kong		ORBIS
Bronze	IT人站起來 IT Guys, Stand Up!	OgilvyOne Worldwide Taiwan		IBM

Winning Status	4. Long Term Effects	Agency	Contributing Agency	Advertiser
Gold	益达-酸甜苦辣1 & 2 Extra-the Sweets and Bitters of Life	BBDO (China) Company Limited Guangzhou Branch		Wrigley Confectionery (China) Limited
Silver	凯迪拉克SRX 66号公路 - 在路上, 发现心中的66号公路 Cadillac SRX Route 66 - Find Route 66 On The Way	McCANN SH		Shanghai GM
Silver	乖乖造句包 語言養成計畫 Language cultivation plan: make sentence with Kuai Kuai packages	JWT Taiwan		Kuai Kuai Co., Ltd.
Bronze	大众汽车 - 大众自造 People's Car Project	Proximity China BBDO		Volkswagen Group China

Winning Status	5. Short Term Effects	Agency	Contributing Agency	Advertiser
Gold	全新奔驰B级豪华运动旅行车夜行独享版 爱更夜•爱更多 New Benz: Love night, love more	Ogilvy Beijing		Mercedes-Benz China Limited (MBCL)
Silver	小熊电器- 爱不停炖 Bear: Love Never Stop	Shanghai Xiyi Adevertising co.		Guangdong Bear Electric Co. Ltd
Bronze	五月花韧我挥毫 May Flower: Art of Absorption	Publicis SH		May Flower
Bronze	三星Note II百人证言-无处不在的Note II Samsung Note II - Note II everywhere	Cheil Opentide		Samsung China

