



Effie Awards Korea- 2016 Winners

Campaign Title	Award Category	Brand Name	Client	Agency
Grand / Platinum				
Chair changes one's life	Furniture / Interior	SIDIZ	SIDIZ	TBWA KOREA
Gold				
Seagram Media Sponsorship Campaign	Media Innovation	Seagram's	Coca-Cola Korea	Universal McCann Korea
Silver				
Seagram Media Sponsorship Campaign	ROI	Seagram's	Coca-Cola Korea	Universal McCann Korea
Men, get ULOS without hesitation	Beauty Products & Services / FMCG	ULOS	Orea Otsuka Pharmaceutical	TBWA KOREA
EXTREME CHALLENGE! SEASON2	Digitally Led Ideas	ROBOKING	LG Electronics	HS Ad
#Gumstagram	Small Budget	Lotte Gum	Lotte Confectionery	Daehong Communications
Baedal Minjok 2016 Campaign	Sustained Success	Baedal Minjok	WOOWA BROTHERS	HS Ad
2016 Samsung Card Brand Campaign	Sustained Success	Samsung Card	Samsung Card	Cheil Worldwide
Bronze				
Baedal Minjok 2016 Campaign	Other Services	Baedal Minjok	WOOWA BROTHERS	HS Ad
The Innisfree Way	David vs Goliath	innisfree	innisfree	BBDO Korea
Sweet soda in my life Candy Crush Soda	David vs Goliath	Candy Crush Soda	King	HS Ad
Donate-Poline	Local Campaign	Donate-Poline	ChildFundKorea	HS Ad
Baedal Minjok 2016 Campaign	Local Campaign	Baedal Minjok	WOOWA BROTHERS	HS Ad
Baedal Minjok 2016 Campaign	Brand Experience	Baedal Minjok	WOOWA BROTHERS	HS Ad
Chum Churum Soonhari Launching	New Product or Service	Chum Churum Soonhari	Lotte Chilsung Beverage	Daehong Communications
LG OLED TV BOOM UP CAMPAIGN	Electronics	LG OLED TV	LG Electronics	HS Ad
LG TROMM TWINWASH - 'Rethink Laundry' Campaign	Electronics	LG TROMM TWINWASH	LG Electronics	HS Ad
Finalist				
Baedal Minjok 2016 Campaign	Media Innovation	Baedal Minjok	WOOWA BROTHERS	HS Ad
Donate-Poline	Non-Profit / Public Service	Donate-Poline	ChildFundKorea	HS Ad
The Last Wish	GoodWorks - Brands	Samsung	Samsung	Cheil Worldwide
South Korean - North Korean Translator	GoodWorks - Non-Profit	South Korean - North Korean Translator	Dream Touch For All	Cheil Worldwide
Baedal Minjok 2016 Campaign	Short Term Effects	Baedal Minjok	WOOWA BROTHERS	HS Ad
The Innisfree Way	Beauty Products & Services / FMCG	innisfree	innisfree	BBDO Korea
VarieT	Digitally Led Ideas	SK Telecom	SK Telecom	Dalcomm
journey of connection	Digitally Led Ideas	SK Telecom	SK Telecom	SK Planet
'Personal Pension Fitness' Campaign	Financial Products & Services	KDB Daewoo Securities	KDB Daewoo Securities	Hakuhodo Cheil
LG OLED TV BOOM UP CAMPAIGN	Brand Experience	LG OLED TV	LG Electronics	HS Ad
Donate-Poline	Brand Experience	Donate-Poline	ChildFundKorea	HS Ad
Mayonnaise, More than just a sauce, But the dish itself	Food	Ottogi Mayonnaise	Ottogi	Adrich
Baedal Minjok 2016 Campaign	New Product or Service	Baedal Minjok	WOOWA BROTHERS	HS Ad
AVANTE Campaign "SUPER NORMAL"	Automotive Aftermarket Products and Services	AVANTE	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE
Men, get ULOS without hesitation	Sustained Success	ULOS	Orea Otsuka Pharmaceutical	TBWA KOREA
Smart Suit, Becomes Life' Campaign	Fashion / Accessories	ROGATIS	SAMSUNG C&T	Cheil Worldwide
EXTREME CHALLENGE! SEASON2	Digital platforms	ROBOKING	LG Electronics	HS Ad