



2016 Effie Hong Kong Winners

Grand Effie

Fast Moving Consumer Goods (FMCG)

Campaign: Snickers - Hungry Slip-Ups
Brand: Snickers
Agencies: BBDO and Proximity Hong Kong

Gold

Fast Moving Consumer Goods (FMCG)

Campaign: Snickers - Hungry Slip-Ups
Brand: Snickers
Agencies: BBDO and Proximity Hong Kong

Gold

The Brand Experience

Campaign: Nike HKG Women Race - Better for it
Brand: Nike Hong Kong
Agency: Ogilvy & Mather Group, Hong Kong

Gold

Good Works

Campaign: Kuk Fa Cha
Brand: AIDS Concern
Agency: Havas Worldwide Hong Kong

Gold

Media Idea

Campaign: Snickers - Hungry Slip-Ups
Brand: Snickers
Agencies: BBDO and Proximity Hong Kong

Silver

Government Services / Non Profit Organizations or Activities

Campaign: Kuk Fa Cha
Brand: AIDS Concern
Agency: Havas Worldwide Hong Kong

Silver

Pharmaceuticals / Medical Care

Campaign: The Code Word
Brand: Canesten
Agency: J. Walter Thompson Hong Kong

Silver

Supermarkets / Restaurants / Fast Food / Shops and Stores

Campaign: The Big Mac Karaoke Chant
Brand: McDonald's
Agency: DDB Group Hong Kong

Silver

Supermarkets / Restaurants / Fast Food / Shops and Stores

Campaign: The World's First Patent Burger
Brand: McDonald's
Agency: DDB Group Hong Kong

Silver

The Brand Experience

Campaign: From Toys To Tenderness: How McDonald's Re- Invented Its Tie-in Promotions
Brand: McDonald's
Agency: DDB Group Hong Kong

Silver

The Brand Experience

Campaign: Snickers - Hungry Slip-Ups
Brand: Snickers
Agencies: BBDO and Proximity Hong Kong

Bronze

Automobile and Accessories / Petrol

Campaign: Sienta & Spade "FUN2GATHER"
Brand: Toyota
Agency: Uth Creative Group Limited

BronzeBanking and Financial Services / Insurance

Campaign: Love is in Every Moment
Brand: AIA International Limited, Hong Kong Branched
Agency: Uth Creative Group Limited

BronzeFast Moving Consumer Goods (FMCG)

Campaign: Mama Tell B Why: answering the world's toughest questions
Brand: Annum
Agency: DDB Group Hong Kong

BronzeReal Estate Agents / Real Estate Developments

Campaign: Wishes Come True at LANDMARK
Brand: LANDMARK
Agency: South China Morning Post

BronzeThe Brand Experience

Campaign: The World's First Patent Burger
Brand: McDonald's
Agency: DDB Group Hong Kong

FinalistApparel

Campaign: Nike HKG Women Race - Better for it
Brand: Nike Hong Kong
Agency: Ogilvy & Mather Group, Hong Kong

FinalistApparel

Campaign: Perfect In Your Way
Brand: Satami
Agency: Dentsu Hong Kong Limited

FinalistBanking and Financial Services / Insurance

Campaign: The Journey of Taking Business Further
Brand: HSBC Commercial Banking
Agency: Grey Group Hong Kong

FinalistBanking and Financial Services / Insurance

Campaign: ManulifeMOVE
Brand: Manulife
Agency: Dentsu Hong Kong Limited

FinalistOffice / Computer Equipment / Electrical Appliances

Campaign: The art of Ultra-slim
Brand: Sony Corporation of Hong Kong Limited
Agency: Carat Media Services Hong Kong Limited

FinalistReal Estate Agents / Real Estate Developments

Campaign: RUNNING PAC-MAN at The Peak Galleria
Brand: The Peak Galleria
Agency: Hang Lung Properties

FinalistSupermarkets / Restaurants / Fast Food / Shops and Stores

Campaign: A Surprise in Disguise
Brand: McDonald's
Agency: DDB Group Hong Kong

FinalistSupermarkets / Restaurants / Fast Food / Shops and Stores

Campaign: Mini Plate Mega Treat
Brand: Pizza Hut
Agency: UM

Finalist

Supermarkets / Restaurants / Fast Food / Shops and Stores

Campaign: Reignite the true meaning of Christmas joy
Brand: Pizza Hut Hong Kong
Agency: Havas Worldwide Hong Kong

Finalist

The Brand Experience

Campaign: A Surprise in Disguise
Brand: McDonald's
Agency: DDB Group Hong Kong

Finalist

The Brand Experience

Campaign: The Big Mac Karaoke Chant
Brand: McDonald's
Agency: DDB Group Hong Kong

Finalist

The Brand Experience

Campaign: Mini Plate Mega Treat
Brand: Pizza Hut
Agency: UM

Finalist

The Brand Experience

Campaign: Sienta & Spade "FUN2GATHER"
Brand: Toyota
Agency: Uth Creative Group Limited

Finalist

The Brand Experience

Campaign: UNIQLO 10TH Anniversary Pop-Up Store
Brand: UNIQLO
Entrant: Dentsu Hong Kong Limited

Finalist

The Brand Experience

Campaign: Speak Through Vitasoy
Brand: Vitasoy
Entrant: DDB Group Hong Kong

Finalist

The Brand Experience

Campaign: The Last Word
Brand: WWF Hong Kong
Entrant: Ogilvy & Mather Group, Hong Kong

Finalist

Good Works

Campaign: The Last Word
Brand: WWF Hong Kong
Entrant: Ogilvy & Mather Group, Hong Kong