



2016  
**effie**  
awards  
hong kong

## 2016 Hong Kong Effie Awards – List of Finalists

### Apparel

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

Campaign Perfect In Your Way  
Brand Satami  
Entrant Dentsu Hong Kong Limited

### Automobile and Accessories / Petrol

Campaign Sienta & Spade “FUN2GATHER”  
Brand Toyota  
Entrant Uth Creative Group Limited

### Banking and Financial Services / Insurance

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

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

Campaign ManulifeMOVE  
Brand Manulife  
Entrant Dentsu Hong Kong Limited

### Fast Moving Consumer Goods (FMCG)

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

Campaign Blockbuster Box  
Brand Pizza Hut  
Entrant Ogilvy & Mather Group, Hong Kong

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

### Government Services / Non Profit Organizations or Activities

Campaign Kuk Fa Cha  
Brand AIDS Concern  
Entrant Havas Worldwide Hong Kong



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### Office / Computer Equipment / Electrical Appliances

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

### Pharmaceuticals / Medical Care

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

### Real Estate Agents / Real Estate Developments

Campaign                    Wishes Come True at LANDMARK  
Brand                        LANDMARK  
Entrant                      South China Morning Post

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

### Supermarkets / Restaurants / Fast Food / Shops and Stores

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

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

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

Campaign                    Mini Plate Mega Treat  
Brand                        Pizza Hut  
Entrant                      UM

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

Campaign                    My Hero 太好味道 II  
Brand                        Tai Hing Catering Group  
Entrant                      Uth Creative Group Limited

## The Brand Experience



|          |   |
|----------|---|
| Campaign | A Surprise in Disguise  |
| Brand    | McDonald's  |
| Entrant  | DDB Group Hong Kong   |
| Campaign | From Toys To Tenderness: How McDonald's Re-Invented Its Tie-in Promotions |
| Brand    | McDonald's  |
| Entrant  | DDB Group Hong Kong   |
| Campaign | The Big Mac Karaoke Chant   |
| Brand    | McDonald's  |
| Entrant  | DDB Group Hong Kong   |
| Campaign | The World's First Patent Burger   |
| Brand    | McDonald's  |
| Entrant  | DDB Group Hong Kong   |
| Campaign | Nike HKG Women Race - Better for it                                       |
| Brand    | Nike Hong Kong  |
| Entrant  | Ogilvy & Mather Group, Hong Kong  |
| Campaign | Mini Plate Mega Treat   |
| Brand    | Pizza Hut   |
| Entrant  | UM  |
| Campaign | Blockbuster Box   |
| Brand    | Pizza Hut   |
| Entrant  | Ogilvy & Mather Group, Hong Kong  |
| Campaign | Snickers - Hungry Slip-Ups  |
| Brand    | Snickers  |
| Entrant  | BBDO and Proximity Hong Kong  |
| Campaign | My Hero 太好味道 II   |
| Brand    | Tai Hing Catering Group   |
| Entrant  | Uth Creative Group Limited  |
| Campaign | Sienta & Spade "FUN2GATHER"   |
| Brand    | Toyota  |
| Entrant  | Uth Creative Group Limited  |
| Campaign | UNIQLO 10TH Anniversary Pop-Up Store                                      |
| Brand    | UNIQLO  |
| Entrant  | Dentsu Hong Kong Limited  |
| Campaign | Speak Through Vitasoy   |
| Brand    | Vitasoy   |
| Entrant  | DDB Group Hong Kong   |
| Campaign | The Last Word   |
| Brand    | WWF Hong Kong   |
| Entrant  | Ogilvy & Mather Group, Hong Kong  |



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### David vs. Goliath

|          |                          |
|----------|--------------------------|
| Campaign | Perfect In Your Way      |
| Brand    | Satami                   |
| Entrant  | Dentsu Hong Kong Limited |

### Good Works

|          |                           |
|----------|---------------------------|
| Campaign | Kuk Fa Cha                |
| Brand    | AIDS Concern              |
| Entrant  | Havas Worldwide Hong Kong |

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

### Media Innovation

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

### Media Idea

|          |                              |
|----------|------------------------------|
| Campaign | Snickers - Hungry Slip-Ups   |
| Brand    | Snickers                     |
| Entrant  | BBDO and Proximity Hong Kong |