



## 2016 Hong Kong Effie Awards – List of Winners

### **Grand Effie**

#### Fast Moving Consumer Goods (FMCG)

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

### **Gold**

#### Fast Moving Consumer Goods (FMCG)

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

### **Gold**

#### The Brand Experience

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

### **Gold**

#### Good Works

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

### **Gold**

#### Media Idea

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

### **Silver**

#### Government Services / Non Profit Organizations or Activities

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

### **Silver**

#### Pharmaceuticals / Medical Care

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

### **Silver**

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

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

### **Silver**

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

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

**Silver**

The Brand Experience

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

**Bronze**

Automobile and Accessories / Petrol

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

**Bronze**

Banking and Financial Services / Insurance

Campaign Love is in Every Moment  
Brand AIA  
Entrant Uth Creative Group Limited

**Bronze**

Fast Moving Consumer Goods (FMCG)

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

**Bronze**

Real Estate Agents / Real Estate Developments

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

**Bronze**

The Brand Experience

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

**Merit**

Apparel

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

**Merit**

Apparel

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



**Merit**

Banking and Financial Services / Insurance

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

**Merit**

Banking and Financial Services / Insurance

Campaign	ManulifeMOVE
Brand	Manulife
Entrant	Dentsu Hong Kong Limited

**Merit**

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

**Merit**

Real Estate Agents / Real Estate Developments

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

**Merit**

Supermarkets / Restaurants / Fast Food / Shops and Stores

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

**Merit**

Supermarkets / Restaurants / Fast Food / Shops and Stores

Campaign	Mini Plate Mega Treat
Brand	Pizza Hut
Entrant	UM

**Merit**

Supermarkets / Restaurants / Fast Food / Shops and Stores

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

**Merit**

The Brand Experience

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

**Merit**

The Brand Experience

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



**Merit**

The Brand Experience

Campaign	Mini Plate Mega Treat
Brand	Pizza Hut
Entrant	UM

**Merit**

The Brand Experience

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

**Merit**

The Brand Experience

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

**Merit**

The Brand Experience

Campaign	Speak Through Vitasoy
Brand	Vitasoy
Entrant	DDB Group Hong Kong

**Merit**

The Brand Experience

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

**Merit**

Good Works

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