

2017 Hong Kong Effie Awards – List of Winners

Gold

Government Services / Non Profit Organizations or Activities

Campaign	Wardrobe Apartment
Brand	Society for Community Organisation
Entrant	BBDO Hong Kong

Gold

Small Budgets

Campaign	Wardrobe Apartment
Brand	Society for Community Organisation
Entrant	BBDO Hong Kong

Silver

Corporate Image

Campaign	Let's Work Together
Brand	AIA Pension & Trustee Co. Ltd.
Entrant	Hungry Digital Limited

Silver

The Brand Experience

Campaign	Turning Athletes Into Advocates
Brand	Nike Women
Entrant	Ogilvy & Mather Group, HK

Silver

Single Impact Engagement

Campaign	Rainbow Lions
Brand	HSBC
Entrant	Grey Advertising Hong Kong Limited

Silver

Single Impact Engagement

Campaign	Wardrobe Apartment
Brand	Society for Community Organisation
Entrant	BBDO Hong Kong

Bronze

Banking and Financial Services / Insurance

Campaign	DBS Black Card iGO Rewards Sustaining Campaign
Brand	DBS Black Card iGO Rewards
Entrant	IPG Mediabrands

Bronze

Health / Beauty / Personal Care / Hygienic Products

Campaign	Kotex Comfort Soft
Brand	Kotex Comfort Soft
Entrant	mcgarrybowen Hong Kong

Bronze

Pharmaceuticals / Medical Care

Campaign Sing It Out
Brand Canesten Gyne
Entrant J. Walter Thompson Hong Kong

Bronze

The Brand Experience

Campaign Wardrobe Apartment
Brand Society for Community Organisation
Entrant BBDO Hong Kong

Bronze

Good Works

Campaign Let's Work Together
Brand AIA Pension & Trustee Co. Ltd.
Entrant Hungry Digital Limited

Bronze

Good Works

Campaign Rainbow Lions
Brand HSBC
Entrant Grey Advertising Hong Kong Limited

Bronze

Good Works

Campaign Wardrobe Apartment
Brand Society for Community Organisation
Entrant BBDO Hong Kong

Bronze

Small Budgets

Campaign Finger Lickin' Good Edible Nail Polish
Brand KFC
Entrant Ogilvy & Mather Group, HK

Bronze

Media Idea

Campaign The McDonald's Time Machine:
Gaining Relevance in The Present by Reliving The Past
Brand McDonald's
Entrant DDB Group Hong Kong

Bronze

Engaged Community

Campaign Let's Work Together
Brand AIA Pension & Trustee Co. Ltd.
Entrant Hungry Digital Limited



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hong kong

Merit

Apparel

Campaign Let Time Tell Love - one song that supported USD60 million sales
Brand SOLVIL ET TITUS
Entrant McCann & Spencer

Merit

Supermarkets / Restaurants / Fast Food / Shops and Stores

Campaign Finger Lickin' Good Edible Nail Polish
Brand KFC
Entrant Ogilvy & Mather Group, HK

Merit

Supermarkets / Restaurants / Fast Food / Shops and Stores

Campaign Why Can't Happiness Be Simple?
Brand Cafe de Coral
Entrant McCann & Spencer

Merit

The Brand Experience

Campaign Sing It Out
Brand Canesten Gyne
Entrant J. Walter Thompson Hong Kong

Merit

Branded Content

Campaign Let Time Tell Love
Brand SOLVIL ET TITUS
Entrant McCann & Spencer

Merit

Branded Content

Campaign There is a kind of love called Letting Go
Brand Aptamil
Entrant Havas Hong Kong

Merit

Single Impact Engagement

Campaign DBS Black Card iGO Rewards Sustaining Campaign
Brand DBS Black Card iGO Rewards
Entrant IPG Mediabrands

Merit

Single Impact Engagement

Campaign There is a kind of love called Letting Go
Brand Aptamil
Entrant Havas Hong Kong

Merit

Engaged Community

Campaign Annum YOU&B Campaign
Brand Annum Hong Kong
Entrant mcgarrybowen Hong Kong