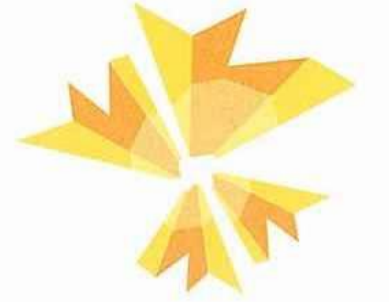


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### List of Winners



THE ASSOCIATION OF ACCREDITED  
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#### A - Print

Ref No.	Category	Entry Title	Brand	Entrant	Medal
A-03-0038	Print - not including Poster - Print Single - Consumer Goods including FMCG	Hamlet	Penguin Classic	Cheil HK	Silver
A-03-0042	Print - not including Poster - Print Single - Consumer Goods including FMCG	Pride and Prejudice	Penguin Classic	Cheil HK	Bronze
A-05-0046	Print - not including Poster - Print Single - Electronics	Living Room	POWERbot (robot vacuums)	Cheil HK	Bronze
A-05-0050	Print - not including Poster - Print Single - Electronics	Playroom	POWERbot (robot vacuums)	Cheil HK	Bronze
A-15-0007	Print - not including Poster - Print Campaign	Timeless Stories	Penguin Classic	Cheil HK	Silver
A-15-0008	Print - not including Poster - Print Campaign	POWERbot	POWERbot (robot vacuums)	Cheil HK	Bronze

#### B - Outdoors

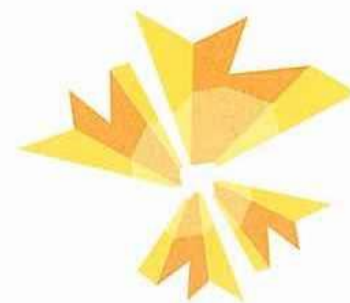
Ref No.	Category	Entry Title	Brand	Entrant	Medal
B-17-0243	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	KFC Fing Fing Cajun Chips	KFC Hong Kong	Edelman	Gold
B-18-0039	Outdoors - Poster Single - Consumer Goods including FMCG	Hamlet	Penguin Classic	Cheil HK	Silver
B-18-0043	Outdoors - Poster Single - Consumer Goods including FMCG	Pride and Prejudice	Penguin Classic	Cheil HK	Bronze
B-20-0047	Outdoors - Poster Single - Electronics	Living Room	POWERbot (robot vacuums)	Cheil HK	Bronze
B-30-0013	Outdoors - Poster Campaign	Timeless Stories	Penguin Classic	Cheil HK	Silver
B-30-0015	Outdoors - Poster Campaign	POWERbot	POWERbot (robot vacuums)	Cheil HK	Bronze
B-30-0304	Outdoors - Poster Campaign	Feels Good To Move	Cathay	Leo Burnett Limited	Bronze
B-33-0241	Outdoors - Outdoors Campaign - Creative Use of Field Marketing and Event	McNuggets Art World	McDonald's Hong Kong	DDB Group Hong Kong	Bronze
B-33-0276	Outdoors - Outdoors Campaign - Creative Use of Field Marketing and Event	Seabed	Greenpeace East Asia	DDB Group Hong Kong	Merit

#### C - Film

Ref No.	Category	Entry Title	Brand	Entrant	Medal
C-45-0305	Film - TVC Film Single - Entertainment, Leisure & Travel	Feels Good To Move	Cathay	Leo Burnett Limited	Merit
C-47-0159	Film - TVC Film Single - Charity, Pro bono and Public service	Home Is Wherever We Are Together	Ronald McDonald House Charities	DDB Group Hong Kong	Merit
C-49-0148	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	The Pride Lion	Gay Games	Havas Hong Kong	Bronze
C-49-0306	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Feels Good To Move	Cathay	Leo Burnett Limited	Merit
C-50-0299	Film - Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign	Take Your Time To Rediscover The City	Oriental Watch Company	Omelette Digital Limited	Gold

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### D – Radio & Audio

Ref No.	Category	Entry Title	Brand	Entrant	Medal
D-53-0029	Radio & Audio - Radio & Audio - Best Use of Audio Platforms	Efforts Rewarded	Pizza Hut	Ogilvy Hong Kong	Silver
D-53-0134	Radio & Audio - Radio & Audio - Best Use of Audio Platforms	SOULFULL	Wealth & Personal Banking	Saatchi & Saatchi HK	Bronze

### E – Digital

Ref No.	Category	Entry Title	Brand	Entrant	Medal
E-61-0017	Digital - Branded Tech - Technology Innovation	Undercover	Women Helping Women	Ogilvy Hong Kong	Gold
E-65-0273	Digital - Best Personalization Experience	HSBC Premier - Elevate Campaign - My Wealthy Future	HSBC Premier	VML	Merit

### F – Social

Ref No.	Category	Entry Title	Brand	Entrant	Medal
F-71-0163	Social - Social - Co-Creation & User Generated Content	PizzAI Hut	Pizza Hut	Isobar Hong Kong	Gold
F-71-0240	Social - Social - Co-Creation & User Generated Content	Let's get Moving ;p	Cathay	Leo Burnett Limited	Merit
F-72-0057	Social - Social - Influencer / Talent	Efforts Rewarded	Pizza Hut	Ogilvy Hong Kong	Bronze
F-72-0101	Social - Social - Influencer / Talent	Mom-Certified	HKTvmall	Saatchi & Saatchi HK	Bronze
F-77-0172	Social - Social and Interactive Video - Interactive Video	Men's Choice Matter	HPV Protection	Narrow Door	Bronze

### G – Mobile

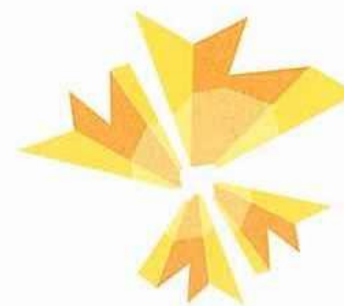
Ref No.	Category	Entry Title	Brand	Entrant	Medal
G-79-0018	Mobile - Mobile - Technology	Undercover	Women Helping Women	Ogilvy Hong Kong	Gold
G-81-0019	Mobile - Mobile - Apps	Undercover	Women Helping Women	Ogilvy Hong Kong	Silver

### H – Design & Crafts

Ref No.	Category	Entry Title	Brand	Entrant	Medal
H-086-0224	Design & Crafts - Design - Promotional Item Design	Nobody Does Rugby Sevens Like Hong Kong	Cathay	Leo Burnett Limited	Silver
H-091-0014	Design & Crafts - Design - Advertising Posters Design	Timeless Stories	Penguin Classic	Cheil Hong Kong	Silver
H-091-0016	Design & Crafts - Design - Advertising Posters Design	POWERbot	POWERbot (robot vacuums)	Cheil Hong Kong	Bronze
H-094-0020	Design & Crafts - Design - User Experience	Undercover	Women Helping Women	Ogilvy Hong Kong	Silver
H-097-0071	Design & Crafts - Design - Consumer Product Design	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong	Silver
H-098-0072	Design & Crafts - Design - Environmental & Social Impact	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong	Silver
H-098-0279	Design & Crafts - Design - Environmental & Social Impact	Seabed	Greenpeace East Asia	DDB Group Hong Kong	Merit

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#### H - Design & Crafts

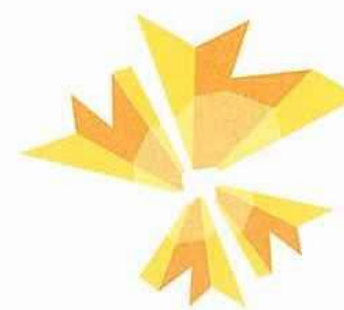
Ref No.	Category	Entry Title	Brand	Entrant	Medal
H-100-0036	Design & Crafts - Print Craft - Illustration	Alice	Penguin Classic	Cheil Hong Kong	Merit
H-100-0040	Design & Crafts - Print Craft - Illustration	Hamlet	Penguin Classic	Cheil Hong Kong	Merit
H-100-0044	Design & Crafts - Print Craft - Illustration	Pride and Prejudice	Penguin Classic	Cheil Hong Kong	Merit
H-102-0048	Design & Crafts - Print Craft - Computer Generated Imagery, Retouch & Image Manipulation	Living Room	POWERbot (robot vacuums)	Cheil Hong Kong	Bronze
H-102-0052	Design & Crafts - Print Craft - Computer Generated Imagery, Retouch & Image Manipulation	Playroom	POWERbot (robot vacuums)	Cheil Hong Kong	Merit
H-102-0060	Design & Crafts - Print Craft - Computer Generated Imagery, Retouch & Image Manipulation	Kitchen	POWERbot (robot vacuums)	Cheil Hong Kong	Merit
H-103-0037	Design & Crafts - Print Craft - Art Direction	Alice	Penguin Classic	Cheil Hong Kong	Merit
H-103-0041	Design & Crafts - Print Craft - Art Direction	Hamlet	Penguin Classic	Cheil Hong Kong	Silver
H-103-0045	Design & Crafts - Print Craft - Art Direction	Pride and Prejudice	Penguin Classic	Cheil Hong Kong	Merit
H-104-0310	Design & Crafts - Film Craft - Cinematography	Feels Good To Move	Cathay	Leo Burnett Limited	Merit
H-108-0331	Design & Crafts - Film Craft - Use of Music	The Pride Lion	Gay Games	Havas Hong Kong	Silver
H-114-0318	Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Preferred Banking - Be a Game Changer and "Carry" Yourself Campaign	Preferred Banking	Sunny Idea (HK) Limited	Bronze
H-123-0021	Design & Crafts - Digital Craft - Technology - Innovative Use of Technology	Undercover	Women Helping Women	Ogilvy Hong Kong	Silver

#### I - Media

Ref No.	Category	Entry Title	Brand	Entrant	Medal
I-128-0138	Media - Media - Best Use of Audio	SOULFULL	Wealth & Personal Banking	Saatchi & Saatchi HK	Merit
I-129-0103	Media - Media - Best Use of Outdoor	Mom-Certified	HKTVMall	Saatchi & Saatchi HK	Bronze
I-129-0294	Media - Media - Best Use of Outdoor	Spooky Business	Hong Kong Tourism Board	Grey Advertising Hong Kong	Merit
I-130-0283	Media - Media - Best Use of Ambient	Seabed	Greenpeace East Asia	DDB Group Hong Kong	Bronze
I-132-0217	Media - Media - Best Use of Social Media	McDonald's Coffee Retirement	McCafé Hong Kong	DDB Group Hong Kong	Gold
I-132-0326	Media - Media - Best Use of Social Media	Let's get Moving ;p	Cathay	Leo Burnett Limited	Bronze

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#### I - Media

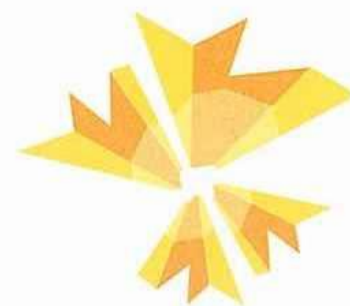
Ref No.	Category	Entry Title	Brand	Entrant	Medal
I-133-0022	Media - Media - Best Use of Mobile Devices	Undercover	Women Helping Women	Ogilvy Hong Kong	Gold
I-134-0023	Media - Media - Best Use of Technology	Undercover	Women Helping Women	Ogilvy Hong Kong	Gold
I-135-0176	Media - Media - Best Use of Events	HSBC RewardCash Red Hot Auction	HSBC Credit Card	VML	Silver
I-136-0218	Media - Media - Best Use of Stunts	McDonald's Coffee Retirement	McCafé Hong Kong	DDB Group Hong Kong	Silver
I-139-0359	Media - Media - Best Use of Data on Targeting	Preferred Banking - Be a Game Changer and "Carry" Yourself Campaign	Hang Seng Bank Limited	Zenith HK	Merit
I-140-0065	Media - Media - Best use of Branded Content & Sponsorship	A Twist On Tradition	Coca-Cola	Ogilvy Hong Kong	Merit
I-141-0282	Media - Media - Use of Co-creation and User Generated Content	HSBC Premier - Elevate Campaign - My Wealthy Future	HSBC Premier	VML	Merit
I-141-0327	Media - Media - Use of Co-creation and User Generated Content	Let's get Moving ;p	Cathay	Leo Burnett Limited	Merit
I-143-0314	Media - Media - Best Integrated Media Campaign	Feels Good To Move	Cathay	Leo Burnett Limited	Silver
I-143-0345	Media - Media - Best Integrated Media Campaign	McDonald's Coffee Retirement	McDonald's Hong Kong	OMD Hong Kong	Gold

#### J - Promo & Direct

Ref No.	Category	Entry Title	Brand	Entrant	Medal
J-146-0083	Promo & Direct - Promo & Direct - Use of Ambient (Small Physical Scale)	'Mini'ngful Museum	Kleenex	Havas Hong Kong	Bronze
J-146-0286	Promo & Direct - Promo & Direct - Use of Ambient (Small Physical Scale)	Seabed	Greenpeace East Asia	DDB Group Hong Kong	Merit
J-150-0244	Promo & Direct - Promo & Direct - Use of Standard Outdoor Space	KFC Fing Fing Cajun Chips	KFC Hong Kong	Edelman	Silver
J-153-0206	Promo & Direct - Promo & Direct - Use of Digital Platform	HSBC Wishing Tree for 7,000,000	HSBC Hong Kong	VML	Merit
J-155-0247	Promo & Direct - Promo & Direct - Use of Social Networks	McDonald's Coffee Retirement	McCafé Hong Kong	DDB Group Hong Kong	Bronze
J-156-0105	Promo & Direct - Promo & Direct - Use of Data	Mom-Certified	HKTVMall	Saatchi & Saatchi HK	Bronze
J-157-0066	Promo & Direct - Promo & Direct - Use of Product and Package Design	A Twist On Tradition	Coca-Cola	Ogilvy Hong Kong	Bronze
J-157-0230	Promo & Direct - Promo & Direct - Use of Product and Package Design	Nobody Does Rugby Sevens Like Hong Kong	Cathay	Leo Burnett Limited	Bronze

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### J - Promo & Direct

Ref No.	Category	Entry Title	Brand	Entrant	Medal
J-161-0195	Promo & Direct - Promo & Direct - Co-Creation & User Generated Content	Pizza Hut	Pizza Hut	Isobar Hong Kong	Gold
J-162-0025	Promo & Direct - Promo & Direct - Use of Technology	Undercover	Women Helping Women	Ogilvy Hong Kong	Merit
J-163-0287	Promo & Direct - Promo & Direct - Best Integrated Direct Campaign	Hello Takes You to More	Hong Kong Tourism Board	Grey Advertising Hong Kong	Merit

### K - Integrated

Ref No.	Category	Entry Title	Brand	Entrant	Medal
K-164-0315	Integrated - Integrated - Best Integrated Campaign	Feels Good To Move	Cathay	Leo Burnett Limited	Bronze

### L - Positive Change

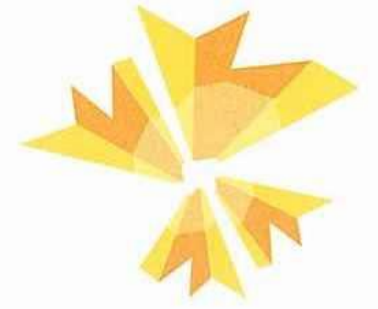
Ref No.	Category	Entry Title	Brand	Entrant	Medal
L-168-0169	Positive Change - Positive Change - Pharmaceutical Products	Who wakes up first- you or Shingles	Shingles prevention	McCann Health	Bronze
L-168-0173	Positive Change - Positive Change - Pharmaceutical Products	Men's Choice Matter	HPV Protection	Narrow door	Merit
L-172-0248	Positive Change - Positive Change - Retail and Real Estate	McDiploma	McDonald's Hong Kong	DDB Group Hong Kong	Silver
L-176-0075	Positive Change - Positive Change - Entertainment, Leisure & Travel	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong	Gold
L-177-0249	Positive Change - Positive Change - Corporate Image & Branding (Including Sponsorships & Events)	McDiploma	McDonald's Hong Kong	DDB Group Hong Kong	Gold
L-178-0026	Positive Change - Positive Change - Charity, Pro bono and Public service	Undercover	Women Helping Women	Ogilvy Hong Kong	Gold
L-178-0076	Positive Change - Positive Change - Charity, Pro bono and Public service	Critical Core	Critical Core Tabletop RPG Game	Dentsu Creative Hong Kong	Silver
L-178-0149	Positive Change - Positive Change - Charity, Pro bono and Public service	The Pride Lion	Gay Games	Havas Hong Kong	Gold
L-178-0291	Positive Change - Positive Change - Charity, Pro bono and Public service	Seabed	Greenpeace East Asia	DDB Group Hong Kong	Bronze

### M - Hong Kong Roots

Ref No.	Category	Entry Title	Brand	Entrant	Medal
M-179-0122	M-179. Hong Kong Roots - Culture Roots	Curry de Coral	Café de Coral	Dentsu Creative Hong Kong	Bronze
M-179-0131	M-179. Hong Kong Roots - Culture Roots	Smart Use of 'Future Money'	Wealth and Personal Banking	Saatchi & Saatchi HK	Merit
M-179-0300	M-179. Hong Kong Roots - Culture Roots	Take Your Time To Rediscover The City	Oriental Watch Company	Omelette Digital Limited	Gold
M-180-0059	M-180. Hong Kong Roots - Music Roots	Efforts Rewarded	Pizza Hut	Ogilvy Hong Kong	Merit
M-180-0272	M-180. Hong Kong Roots - Music Roots	5G Broadband: Solitude	3HK	Madkids Communications Limited	Bronze

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#### M - Hong Kong Roots

Ref No.	Category	Entry Title	Brand	Entrant	Medal
M-181-0061	Hong Kong Roots - Hong Kong Roots - Language Roots	Grandma runs fast	PrimeCredit	Vibes Limited	Merit
M-181-0106	Hong Kong Roots - Hong Kong Roots - Language Roots	Mom-Certified	HKTVMall	Saatchi & Saatchi HK	Bronze
M-181-0123	Hong Kong Roots - Hong Kong Roots - Language Roots	Curry de Coral	Café de Coral	Dentsu Creative Hong Kong	Bronze
M-183-0204	Hong Kong Roots - Hong Kong Roots - People Roots	TamJai SamGor 15th Anniversary Campaign	TamJai SamGor 15th Anniversary	The Bread Digital	Bronze
M-183-0268	Hong Kong Roots - Hong Kong Roots - People Roots	New Balance - Live Life to the Fullest	New Balance	mSix	Silver
M-183-0301	Hong Kong Roots - Hong Kong Roots - People Roots	Take Your Time To Rediscover The City	Oriental Watch Company	Omelette Digital	Silver
M-184-0231	Hong Kong Roots - Hong Kong Roots - Design Roots	Nobody Does Rugby Sevens Like Hong Kong	Cathay	Leo Burnett Limited	Merit

#### Special Awards

**Kam Fan Agency 2023 – Creative: Ogilvy Hong Kong**

**Kam Fan Agency 2023 – Media: OMD Hong Kong**

**Client of the Year: McDonald's Hong Kong**

**Grand Kam Fan: Take Your Time To Rediscover The City (Film - Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign)**