

2019 Hong Kong Effie Awards – List of Winners

Grand Effie

Data-Driven

Campaign	The Algorithm Agent
Brand	Simply Cash Credit Card
Client	Standard Chartered Bank
Lead Agency 1	TBWA Hong Kong
Lead Agency 2	iProspect Hong Kong
Media Partner 1	Carat Hong Kong
Media Partner 2	Google Hong Kong

Gold Effie

Restaurants / Fast Food

Campaign	McDonald's x Chef Nic My Taste of Hong Kong
Brand	McDonald's – Signature Collection
Client	MHK Restaurants Limited
Lead Agency	DDB Group Hong Kong
Media Partner	OMD Hong Kong

Data-Driven

Campaign	Anticipating Hungry Moments
Brand	McDelivery
Client	MHK Restaurants Limited
Lead Agency	OMD Hong Kong

Campaign	The Algorithm Agent
Brand	Simply Cash Credit Card
Client	Standard Chartered Bank
Lead Agency 1	TBWA Hong Kong
Lead Agency 2	iProspect Hong Kong
Media Partner 1	Carat Hong Kong
Media Partner 2	Google Hong Kong

Silver Effie

Banking and Financial Services / Insurance

Campaign	The Algorithm Agent
Brand	Simply Cash Credit Card
Client	Standard Chartered Bank
Lead Agency 1	TBWA Hong Kong
Lead Agency 2	iProspect Hong Kong
Media Partner 1	Carat Hong Kong
Media Partner 2	Google Hong Kong

Brand Experience

Campaign	HKTB Reframing HK
Brand	Hong Kong Tourism Board
Client	Hong Kong Tourism Board
Lead Agency	Grey Hong Kong
Media Partner	Mindshare Hong Kong

Bronze Effie

Brand Experience

Campaign	Cathay Pacific Nobody Does Rugby Sevens Like Hong Kong
Brand	Cathay Pacific 2019 Hong Kong Sevens Campaign
Client	Cathay Pacific Airways Limited
Lead Agency	Leo Burnett Hong Kong
Contributing Company 1	Digitas Hong Kong
Contributing Company 2	Luminous MSL
Contributing Company 3	MSL Hong Kong

Campaign	HKTB Sham Shui Po
Brand	Hong Kong Tourism Board
Client	Hong Kong Tourism Board
Lead Agency	Grey Hong Kong
Media Partner	Mindshare Hong Kong

Use of Content

Campaign	The Poovolution
Brand	Andrex
Client	Kimberly Clark
Lead Agency	Havas Hong Kong

Bronze Effie (cont'd)

Small Budgets

Campaign	Stay Brilliant Marriott HK Rugby 7s
Brand	Marriott
Client	Marriott International, Inc
Lead Agency	Ogilvy Hong Kong

Data-Driven

Campaign	Let "Taste Data" Automate Your Next Nespresso
Brand	Nespresso Hong Kong
Client	Nespresso Hong Kong
Lead Agency	Neo

Media Idea

Campaign	Anticipating Hungry Moments
Brand	McDelivery
Client	MHK Restaurants Limited
Lead Agency	OMD Hong Kong

Campaign	Eclipse = ekiss (Eclipse Occasion Campaign)
Brand	Eclipse
Client	Mars Company Hong Kong Limited
Lead Agency	MediaCom Hong Kong

Media Innovation

Campaign	Anlene "We Are More"
Brand	Anlene
Client	Fonterra Brands (Hong Kong) Limited
Lead Agency	Sunny Idea Hong Kong
Media Partner 1	MediaCom Hong Kong
Media Partner 2	The PUZZLE Marketing & PR Limited

Merit Effie

Banking and Financial Services / Insurance

Campaign	HSBC Innovation Business Exchange
Brand	HSBC Commercial Banking
Client	HSBC
Lead Agency	Grey Hong Kong

Culture & The Arts

Campaign	ART THAT MOVES – HK’s first mobile, living art gallery
Brand	Hong Kong Arts Month
Client	Hong Kong Tourism Board
Lead Agency	ANON
Media Partner	Mindshare Hong Kong

Government Services / Transportation / Utilities / Non-Profit Organizations or Activities

Campaign	Reality Check
Brand	Hagar International
Client	Hagar International
Lead Agency	DDB Group Hong Kong

Restaurants / Fast Food

Campaign	McDonald’s – Value. No Conditions Apply.
Brand	McDonald’s – Value Picks
Client	MHK Restaurants Limited
Lead Agency	DDB Group Hong Kong
Media Partner	OMD Hong Kong

Travel / Tourism / Recreational / Leisure Facilities

Campaign	HKTB Sham Shui Po
Brand	Hong Kong Tourism Board
Client	Hong Kong Tourism Board
Lead Agency	Grey Hong Kong
Media Partner	Mindshare Hong Kong

Campaign	The Split Sponsorship
Brand	Marriott
Client	Marriott International, Inc
Lead Agency	Ogilvy Hong Kong

Merit Effie (cont'd)

Brand Experience

Campaign	Insurance
Brand	HSBC Life
Client	HSBC Life
Lead Agency	Saatchi & Saatchi Hong Kong

Campaign	The Split Sponsorship
Brand	Marriott
Client	Marriott International, Inc
Lead Agency	Ogilvy Hong Kong

Social Media Marketing

Campaign	2-second Riddle Trailer
Brand	Now TV
Client	PCCW Media Limited
Lead Agency	Havas Hong Kong

Corporate Reputation

Campaign	HSBC Innovation Business Exchange
Brand	HSBC Commercial Banking
Client	HSBC
Lead Agency	Grey Hong Kong

Sustained Success (2 years)

Campaign	HKTBC OTC
Brand	Hong Kong Tourism Board
Client	Hong Kong Tourism Board
Lead Agency	Grey Hong Kong
Media Partner	Mindshare Hong Kong

Media Idea

Campaign	The Algorithm Agent
Brand	Simply Cash Credit Card
Client	Standard Chartered Bank
Lead Agency 1	TBWA Hong Kong
Lead Agency 2	iProspect Hong Kong
Media Partner 1	Carat Hong Kong
Media Partner 2	Google Hong Kong

Merit Effie (cont'd)

Media Innovation

Campaign	ART THAT MOVES – HK's first mobile, living art gallery
Brand	Hong Kong Arts Month
Client	Hong Kong Tourism Board
Lead Agency	Mindshare Hong Kong
Creative Partner	ANON
Campaign	The Algorithm Agent
Brand	Simply Cash Credit Card
Client	Standard Chartered Bank
Lead Agency 1	TBWA Hong Kong
Lead Agency 2	iProspect Hong Kong
Media Partner 1	Carat Hong Kong
Media Partner 2	Google Hong Kong