

2021 Effie Awards Hong Kong – List of Winners

Grand Effie

Marketing Innovation Solutions: Customer Experience

Campaign	Small Business Drive
Brand	Lexus
Client	Inchcape Group Hong Kong
Lead Agency	TBWA Hong Kong

Gold Effie

General Specialty: Brand Experience – Live, Digital, Live & Digital

Campaign	Small Business Drive
Brand	Lexus
Client	Inchcape Group Hong Kong
Lead Agency	TBWA Hong Kong

Business Challenges: Small Budgets

Campaign	Pizza Hut X IKEA Meatball Pizza
Brand	Pizza Hut
Client	Jardine Restaurant Limited – Pizza Hut
Lead Agency	Ogilvy Hong Kong

Marketing Innovation Solutions: Customer Experience

Campaign	Small Business Drive
Brand	Lexus
Client	Inchcape Group Hong Kong
Lead Agency	TBWA Hong Kong

Topical & Annual Events: Current Events

Campaign	Till We Fly Again
Brand	Till We Fly Again
Client	Cathay Pacific
Lead Agency	Leo Burnett Hong Kong

Silver Effie

Automotive

Campaign	Small Business Drive
Brand	Lexus
Client	Inchcape Group Hong Kong
Lead Agency	TBWA Hong Kong

Restaurants / Fast Food

Campaign	Pizza Hut X IKEA Meatball Pizza
Brand	Pizza Hut
Client	Jardine Restaurant Limited – Pizza Hut
Lead Agency	Ogilvy Hong Kong

Business Challenges: David vs Goliath

Campaign	VIRTUAL BEN – WE KNOW, WHAT YOU “KONG”
Brand	WeLab Bank Debit Card & GoSave Time Deposit
Client	WeLab Bank Limited
Lead Agency	STUNZ CREATIVE LIMITED

Commerce & Shopper: Brand Experience

Campaign	Small Business Drive
Brand	Lexus
Client	Inchcape Group Hong Kong
Lead Agency	TBWA Hong Kong

Digital: Influencer Marketing

Campaign	How McDonald’s Turned Vegetarian Haters into Lovers
Brand	McDonald’s
Client	MHK Restaurants Limited
Lead Agency	DDB Group Hong Kong
Media Partner	OMD Hong Kong

Positive Change: Social Good

Campaign	“Mask-to-Go” Dispensers
Brand	New World Development
Client	New World Development Limited
Lead Agency	MSL Hong Kong

Bronze Effie

Delivery Services

Campaign	THE AHHH 2.0
Brand	foodpanda Hong Kong
Client	foodpanda Hong Kong
Lead Agency	Carat Media Services Hong Kong

Restaurants / Fast Food

Campaign	There's A New Chicken In Town
Brand	McDonald's
Client	MHK Restaurants Limited
Lead Agency	DDB Group Hong Kong
Media Partner	OMD Hong Kong

Business Challenges: Corporate Reputation

Campaign	"Mask-to-Go" Dispensers
Brand	New World Development
Client	New World Development Limited
Lead Agency	MSL Hong Kong

Commerce & Shopper: Data-Driven

Campaign	Small Business Drive
Brand	Lexus
Client	Inchcape Group Hong Kong
Lead Agency	TBWA Hong Kong

Commerce & Shopper: New Product / Service Introduction

Campaign	Pizza Hut X IKEA Meatball Pizza
Brand	Pizza Hut
Client	Jardine Restaurant Limited – Pizza Hut
Lead Agency	Ogilvy Hong Kong

Media Planning & Innovation: Media Innovation – Emerging & New Channels / Existing Channels

Campaign	THE AHHH 2.0
Brand	foodpanda Hong Kong
Client	foodpanda Hong Kong
Lead Agency	Carat Media Services Hong Kong

Marketing Innovation Solutions: Business / Product / Service Innovation

Campaign	yuu Rewards Club Launch
Brand	yuu Rewards Club
Client	yuu Rewards Club
Lead Agency	M&C Saatchi Spencer Hong Kong
Media Partner	PHD Hong Kong

Merit Effie

Automotive

Campaign	WEAR MINI
Brand	WEAR MINI
Client & Lead Agency	MINI Hong Kong

Banking & Financial Services

Campaign	The Story Continues
Brand	HSBC
Client	HSBC Hong Kong
Lead Agency	Grey Advertising Hong Kong Limited
Contributing Agency	Ogilvy Hong Kong
Media Partner	PHD Hong Kong

Restaurants / Fast Food

Campaign	There's A New Chicken In Town
Brand	McDonald's
Client	MHK Restaurants Limited
Lead Agency	DDB Group Hong Kong
Media Partner	OMD Hong Kong

General Specialty: Business to Business

Campaign	From Survive to Thrive
Brand	DBS SME Banking
Client	DBS Hong Kong Limited
Lead Agency	Dentsu Hong Kong Limited
Media Partner	iProspect Hong Kong

Business Challenges: Marketing Disruptors

Campaign	THE AHHH 2.0
Brand	foodpanda Hong Kong
Client	foodpanda Hong Kong
Lead Agency	Carat Media Services Hong Kong

Campaign	Small Business Drive
Brand	Lexus
Client	Inchcape Group Hong Kong
Lead Agency	TBWA Hong Kong

Commerce & Shopper: Crisis Response / Critical Pivot

Campaign	Take C.A.R.E. People Before Profit
Brand	McDonald's: C.A.R.E. – Business Recovery Model
Client	MHK Restaurants Limited
Lead Agency	DDB Group Hong Kong
Media Partner	OMD Hong Kong

Merit Effie

Digital: Influencer Marketing

Campaign	A New Big Mac For A New Generation
Brand	McDonald's
Client	MHK Restaurants Limited
Lead Agency	DDB Group Hong Kong
Media Partner	OMD Hong Kong

Digital: Social Media Marketing

Campaign	There's A New Chicken In Town
Brand	McDonald's
Client	MHK Restaurants Limited
Lead Agency	DDB Group Hong Kong
Media Partner	OMD Hong Kong

Campaign	Hang Seng Starry Tales
Brand	Hang Seng Banking Services
Client	Hang Seng Bank
Lead Agency	Uth Creative Limited

Health & Wellness Specialty: Disease Awareness & Education – Pharma / Corporate

Campaign	Not Another Sad Song
Brand	Pfizer Pristiq
Client	Pfizer Hong Kong
Lead Agency	McCann Health, Hong Kong

Media Planning & Innovation: Media Idea

Campaign	PEACH-UP Baby Butt
Brand	Huggies Diamond Range
Client	Kimberly-Clark Hong Kong
Lead Agency 1	Havas Hong Kong
Lead Agency 2	Wavemaker Hong Kong

Media Planning & Innovation: Emerging & New Channels / Existing Channels

Campaign	Small Business Drive
Brand	Lexus
Client	Inchcape Group Hong Kong
Lead Agency	TBWA Hong Kong

Marketing Innovation Solutions: Business / Product / Service Innovation

Campaign	HSBC Life – Make Every Day Count
Brand	HSBC Life Well+
Client	HSBC Life
Lead Agency	Saatchi & Saatchi Hong Kong
Media Partner	PHD Hong Kong

Merit Effie

Marketing Innovation Solutions: Customer Experience

Campaign	Everyday Gets Better with Emma
Brand	Emma by AXA
Client	AXA Hong Kong And Macau
Lead Agency	Publicis Hong Kong
Media Partner	Starcom Hong Kong

Positive Change: Environmental

Campaign	We are Eco-Rich
Brand	LP10 (Lohas Park Phase 10 Residential Project)
Client	Nan Fung Development Limited
Lead Agency 1	Havas Hong Kong
Lead Agency 2	Havas Media Hong Kong

Campaign	HSBC Clean Waterways Programme
Brand	HSBC Clean Waterways Programme
Client	HSBC Hong Kong
Lead Agency	Grey Advertising Hong Kong Limited
Media Partner	PHD Hong Kong

Positive Change: Social Good

Campaign	HSBC Life – Make Every Day Count
Brand	HSBC Life Well+
Client	HSBC Life
Lead Agency	Saatchi & Saatchi Hong Kong
Media Partner	PHD Hong Kong

Campaign	HSBC Clean Waterways Programme
Brand	HSBC Clean Waterways Programme
Client	HSBC Hong Kong
Lead Agency	Grey Advertising Hong Kong Limited
Media Partner	PHD Hong Kong