

## 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	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

### **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
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