

2023 Effie Awards Hong Kong – List of Winners

Grand Effie

General Specialty: Experiential Marketing - Live / Digital / Live & Digital

Campaign: Unbroken
Brand: Hagar International
Client: Hagar International
Lead Agency: DDB Group Hong Kong

Gold Effie

Culture & The Arts

Campaign: M+ Special Exhibition 'Yayoi Kusama: 1945 to Now'
Brand: M+ Special Exhibition 'Yayoi Kusama: 1945 to Now'
Client: M+, West Kowloon Cultural District
Lead Agency: M+, West Kowloon Cultural District

General Specialty: Experiential Marketing - Live / Digital / Live & Digital

Campaign: Unbroken
Brand: Hagar International
Client: Hagar International
Lead Agency: DDB Group Hong Kong

Silver Effie

Banking and Financial Services

Campaign: The Biggest Laisee of All
Brand: PayMe by HSBC
Client: PayMe by HSBC
Lead Agency 1: Ogilvy Hong Kong
Lead Agency 2: Mirum Agency
Media Partner: PHD Hong Kong

Business Challenges: Marketing Disruptors

Campaign: Andrex BUTTurance
Brand: Moist Bath Tissue
Client: Kimberly Clark Hong Kong
Lead Agency: Havas Hong Kong

Commerce & Shopper: New Product / Service Introduction

Campaign: Andrex BUTTurance
Brand: Moist Bath Tissue
Client: Kimberly Clark Hong Kong
Lead Agency: Havas Hong Kong

Digital: Social Media Marketing

Campaign: Let's Go to McDonald's
Brand: McDonald's Place
Client: MHK Restaurants Ltd.
Lead Agency: DDB Group Hong Kong
Media Partner: OMD Hong Kong

Silver Effie

General Specialty: Experiential Marketing - Live / Digital / Live & Digital

Campaign: M+ Special Exhibition 'Yayoi Kusama: 1945 to Now'
Brand: M+ Special Exhibition 'Yayoi Kusama: 1945 to Now'
Client: M+, West Kowloon Cultural District
Lead Agency: M+, West Kowloon Cultural District

Topical & Annual Events: Seasonal Marketing - Products / Services

Campaign: The Biggest Laisee of All
Brand: PayMe by HSBC
Client: PayMe by HSBC
Lead Agency 1: Ogilvy Hong Kong
Lead Agency 2: Mirum Agency
Media Partner: PHD Hong Kong

Bronze Effie

Banking and Financial Services

Campaign:	Leading banking innovation with the first ever DuoVerse Concert
Brand:	HSBC Mobile Banking App
Client:	HSBC
Lead Agency:	Saatchi & Saatchi (Hong Kong)
Media Partner:	PHD Hong Kong

Beverages - Alcohol / Non-Alcohol

Campaign:	Coca-Cola_A Twist On Tradition
Brand:	Coca-Cola
Client:	Coca-Cola China Limited
Lead Agency:	Ogilvy Hong Kong
Media Partner:	Essencemediacom
Contributing Company:	Hogarth

Insurance

Campaign:	HSBC Life: Life Goes On
Brand:	HSBC Swift Guard Critical Illness Plan
Client:	HSBC Life
Lead Agency:	Grey Advertising Hong Kong Limited
Media Partner:	PHD Hong Kong
Contributing Company:	Hill+Knowlton Strategies

Campaign:	How an Insurance Brand Got a City to Make Time for Me Time
Brand:	AXA Make Time for Me Time
Client:	AXA Hong Kong
Lead Agency:	Publicis Groupe Hong Kong

Bronze Effie

Pet Care

Campaign: Pet Insurance – Your CEO at home
Brand: One Degree Pet CEO Plan
Client: OneDegree Hong Kong Limited
Lead Agency: Giraffe Hong Kong Limited

Digital: Influencer Marketing

Campaign: Wealth Decoded
Brand: Wealth Decoded
Client: HSBC
Lead Agency: Saatchi & Saatchi (Hong Kong)
Media Partner: PHD Hong Kong

Campaign: Leading banking innovation with the first ever DuoVerse
Concert
Brand: HSBC Mobile Banking App
Client: HSBC
Lead Agency: Saatchi & Saatchi (Hong Kong)
Media Partner: PHD Hong Kong

Campaign: Calvin Klein Fall Campaign 2022 – Project Denim
Brand: Calvin Klein
Client: Calvin Klein
Lead Agency: Ogilvy Hong Kong

Campaign: Coca-Cola_A Twist On Tradition
Brand: Coca-Cola
Client: Coca-Cola China Limited
Lead Agency: Ogilvy Hong Kong
Media Partner: Essencemediacom
Contributing Company: Hogarth

Bronze Effie

General Specialty: Experiential Marketing - Live / Digital / Live & Digital

Campaign: Leading banking innovation with the first ever DuoVerse Concert
Brand: HSBC Mobile Banking App
Client: HSBC
Lead Agency: Saatchi & Saatchi (Hong Kong)
Media Partner: PHD Hong Kong

Campaign: HSBC Paraverse
Brand: HSBC Credit Card
Client: HSBC
Lead Agency: Wunderman Thompson Hong Kong
Media Partner: PHD Hong Kong

Campaign: The Biggest Laisee of All
Brand: PayMe by HSBC
Client: PayMe by HSBC
Lead Agency 1: Ogilvy Hong Kong
Lead Agency 2: Mirum Agency
Media Partner: PHD Hong Kong

General Specialty: Use of Content

Campaign: Men's Choice Matter
Brand: hpv.com.hk
Client: Merck Sharp & Dohme (Asia) Limited
Lead Agency: Narrow Door Limited

Marketing Innovation Solutions: Customer Experience

Campaign: Calvin Klein Fall Campaign 2022 – Project Denim
Brand: Calvin Klein
Client: Calvin Klein
Lead Agency: Ogilvy Hong Kong

Bronze Effie

Positive Change: Social Good - Brands / Non-Profit

Campaign: Unbroken
Brand: Hagar International
Client: Hagar International
Lead Agency: DDB Group Hong Kong

Topical & Annual Events: Seasonal Marketing - Products / Services

Campaign: HSBC SuperStart Campaign
Brand: HSBC SuperStart Campaign
Client: HSBC
Lead Agency: Wunderman Thompson Hong Kong
Media Partner: PHD Hong Kong

Campaign: Coca-Cola_A Twist On Tradition
Brand: Coca-Cola
Client: Coca-Cola China Limited
Lead Agency: Ogilvy Hong Kong
Media Partner: Essencemediacom
Contributing Company: Hogarth

Merit Effie

Banking and Financial Services

Campaign: HSBC Premier Elevate Campaign
Brand: HSBC Premier
Client: HSBC
Lead Agency: Wunderman Thompson Hong Kong
Media Partner: PHD Hong Kong

Business Challenges: Marketing Disruptors

Campaign: Men's Choice Matter
Brand: hpv.com.hk
Client: Merck Sharp & Dohme (Asia) Limited
Lead Agency: Narrow Door Limited

Digital: Engaged Community - Products / Services

Campaign: HSBC Premier Elevate Campaign
Brand: HSBC Premier
Client: HSBC
Lead Agency: Wunderman Thompson Hong Kong
Media Partner: PHD Hong Kong

Digital: Influencer Marketing

Campaign: American Express #ChooseExplorer
Brand: American Express
Client: American Express Hong Kong
Lead Agency: Ogilvy Hong Kong
Media Partner: Mediabrands Hong Kong

Merit Effie

General Specialty: Experiential Marketing - Live / Digital / Live & Digital

Campaign: HSBC Premier Elevate Campaign
Brand: HSBC Premier
Client: HSBC
Lead Agency: Wunderman Thompson Hong Kong
Media Partner: PHD Hong Kong

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

Campaign: Men's Choice Matter
Brand: hpv.com.hk
Client: Merck Sharp & Dohme (Asia) Limited
Lead Agency: Narrow Door Limited

Topical & Annual Events: Crisis Response / Critical Pivot

Campaign: MTR High Speed Rail Campaign - Reconnecting Relationships and Beyond
Brand: MTR High Speed Rail
Client: MTR Corporation Limited
Lead Agency 1: Cheil Hong Kong
Lead Agency 2: Mindshare Hong Kong
Media Partner: Television Broadcasts Limited