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2023 Effie Awards Hong Kong - List of Finalists

Category	Entry Title	Lead Agency	Client	Brand	Contributing Agency/ Media Partner
Entry No.					
Industry Categories					
Banking and Financial Services					
E-630-930	The Biggest Laisee of All	Ogilvy Hong Kong Mirum Agency	PayMe by HSBC	PayMe by HSBC	PHD Hong Kong
E-614-419	Leading banking innovation with the first ever DuoVerse Concert	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC Mobile Banking App	PHD Hong Kong
E-627-413	HSBC Premier Elevate Campaign	Wunderman Thompson Hong Kong	HSBC	HSBC Premier	PHD Hong Kong
Beverages - Alcohol / Non-Alcohol					
E-576-008	Coca-Cola A Twist On Tradition	Ogilvy Hong Kong	Coca-Cola China Limited	Coca-Cola	Essencemediacom Hogarth
Culture & The Arts					
E-650-552	M+ Special Exhibition 'Yayoi Kusama: 1945 to Now'	M+, West Kowloon Cultural District	M+, West Kowloon Cultural District	M+ Special Exhibition 'Yayoi Kusama: 1945 to Now'	HSBC HKT Cathay Pacific MTR Corporation Limited
Insurance					
E-647-378	HSBC Life: Life Goes On	Grey Advertising Hong Kong Limited	HSBC Life	HSBC Swift Guard Critical Illness Plan	Hill+Knowlton Strategies PHD Hong Kong
E-561-819	How an Insurance Brand Got a City to Make Time for Me Time	Publicis Groupe Hong Kong	AXA Hong Kong	AXA Make Time for Me Time	
Pet Care					
E-602-758	Pet Insurance – Your CEO at home	Giraffe HongKong Limited	OneDegree Hong Kong Limited	One Degree Pet CEO Plan	
Specialty Categories					
Business Challenges: Marketing Disruptors					
E-557-091	Andrex BUTTurance	Havas Hong Kong	kimberly clark hong kong	Moist Bath Tissue	
E-613-755	Men's Choice Matter	Narrow Door Limited	Merck Sharp & Dohme (Asia) Limited	hpv.com.hk	
Commerce & Shopper: New Product / Service Introduction					
E-555-621	Andrex BUTTurance	Havas Hong Kong	kimberly clark hong kong	Moist Bath Tissue	
Digital: Engaged Community - Products / Services					
E-643-873	HSBC Premier Elevate Campaign	Wunderman Thompson Hong Kong	HSBC	HSBC Premier	PHD Hong Kong
Digital: Influencer Marketing					
E-619-029	Wealth Decoded	Saatchi & Saatchi (Hong Kong)	HSBC	Wealth Decoded	PHD Hong Kong
E-616-595	Leading banking innovation with the first ever DuoVerse Concert	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC Mobile Banking App	PHD Hong Kong
E-565-996	Calvin Klein Fall Campaign 2022 – Project Denim	Ogilvy Hong Kong	Calvin Klein	Calvin Klein	
E-584-199	Coca-Cola_A Twist On Tradition	Ogilvy Hong Kong	Coca-Cola China Limited	Coca-Cola	Essencemediacom Hogarth
E-580-840	American Express #ChooseExplorer	Ogilvy Hong Kong	American Express Hong Kong	American Express	Mediabrand Hong Kong
Digital: Social Media Marketing					
E-595-479	Let's Go to McDonald's	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Place	OMD Hong Kong
General Specialty: Experiential Marketing - Live / Digital / Live & Digital					
E-581-312	Unbroken	DDB Group Hong Kong	Hagar International	Hagar International	
E-651-847	M+ Special Exhibition 'Yayoi Kusama: 1945 to Now'	M+, West Kowloon Cultural District	M+, West Kowloon Cultural District	M+ Special Exhibition 'Yayoi Kusama: 1945 to Now'	HSBC HKT Cathay Pacific MTR Corporation Limited
E-615-194	Leading banking innovation with the first ever DuoVerse Concert	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC Mobile Banking App	PHD Hong Kong
E-660-173	HSBC Paraverse	Wunderman Thompson Hong Kong	HSBC	HSBC Credit Card	PHD Hong Kong
E-639-912	The Biggest Laisee of All	Ogilvy Hong Kong Mirum Agency	PayMe by HSBC	PayMe by HSBC	PHD Hong Kong
E-641-685	HSBC Premier Elevate Campaign	Wunderman Thompson Hong Kong	HSBC	HSBC Premier	PHD Hong Kong
General Specialty: Use of Content					
E-611-041	Men's Choice Matter	Narrow Door Limited	Merck Sharp & Dohme (Asia) Limited	hpv.com.hk	
Health & Wellness Specialty: Disease Awareness & Education - Pharma / Corporate					
E-609-705	Men's Choice Matter	Narrow Door Limited	Merck Sharp & Dohme (Asia) Limited	hpv.com.hk	
Marketing Innovation Solutions: Customer Experience					
E-573-274	Calvin Klein Fall Campaign 2022 – Project Denim	Ogilvy Hong Kong	Calvin Klein	Calvin Klein	
Positive Change: Social Good - Brands / Non-Profit					
E-582-415	Unbroken	DDB Group Hong Kong	Hagar International	Hagar International	
Topical & Annual Events: Crisis Response / Critical Pivot					
E-568-096	MTR High Speed Rail Campaign - Reconnecting Relationships and Beyond	Cheil Hong Kong Mindshare Hong Kong	MTR Corporation Limited	MTR High Speed Rail	Television Broadcasts Limited
Topical & Annual Events: Seasonal Marketing - Products / Services					
E-640-083	The Biggest Laisee of All	Ogilvy Hong Kong Mirum Agency	PayMe by HSBC	PayMe by HSBC	PHD Hong Kong
E-596-282	HSBC SuperStart Campaign	Wunderman Thompson Hong Kong	HSBC	HSBC SuperStart Campaign	PHD Hong Kong
E-585-377	Coca-Cola_A Twist On Tradition	Ogilvy Hong Kong	Coca-Cola China Limited	Coca-Cola	Essencemediacom Hogarth