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Ideas That Work™

2024 Effie Awards Hong Kong – List of Finalists

Category Entry No.	Entry Title	Lead Agency	Client	Brand	Contributing Agency/ Media Partner
Industry Categories					
Banking and Finance: Digital Wallet / Payment Solutions					
E-757-053	HSBC RewardCash Red Hot Auction	VML Hong Kong	HSBC	HSBC Credit Card	One Media Group
Banking and Finance: General					
E-681-772	HSBC Fraud (明) Fair	Hungry Digital Limited	The Hongkong and Shanghai Banking Corporation Limited	HSBC Fraud (明) Fair	OMG NNNNNNN Ltd. Hill & Knowlton Honne Creates
E-715-717	Prestige Banking CFO Campaign	The Bread Digital	Hang Seng Bank Limited	Prestige Banking	
E-748-998	Open A New Page For New-Generation Banking Activation	Sunny Idea (HK) Limited	Hang Seng Bank Limited	Hang Seng Preferred Banking	
Food					
E-784-643	Lee Kum Kee Noodles Relaunch	Grey Hong Kong	Lee Kum Kee	Lee Kum Kee Instant Noodles	Wavemaker Hong Kong Number One PR Communication Limited
Health & Wellness Industry: Healthcare Services					
E-779-808	MSD HPV Awareness Campaign: Men's Survival Guide	Narrow Door	MSD Hong Kong	HPV Vaccination	
Restaurants / Fast Food					
E-732-972	McDiploma	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
E-735-344	McDonald's Coffee Retirement	DDB Group Hong Kong	MHK Restaurants Ltd.	McCafé	OMD Hong Kong
Supermarkets / Shops and Stores / Retail / Etail					
E-785-239	Mom-Certified	Saatchi & Saatchi (Hong Kong)	Hong Kong Technology Venture Company Limited	HKTVMall Mom-Certified	
Travel / Tourism / Recreational / Leisure Facilities					
E-753-048	Asia Miles' 25th anniversary - Unlocking Possibilities	Leo Burnett (Hong Kong)	Cathay	Asia Miles by Cathay	Digitas Hong Kong
E-781-143	Cathay - Let's Get Moving ;P	Leo Burnett	Cathay	Let's Get Moving	MSL Hong Kong Digitas Hong Kong

Category Entry No.	Entry Title	Lead Agency	Client	Brand	Contributing Agency/ Media Partner
Specialty Categories					
Business Challenges: Corporate Reputation					
E-733-925	McDiploma	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
Business Challenges: David vs Goliath					
E-756-378	Uber Taxi - Rethink Your Ride	Havas Worldwide Hong Kong Limited	Uber (Asia) Limited	Uber Taxi	Essencemediacom
E-788-948	Lee Kum Kee Noodles Relaunch	Grey Hong Kong	Lee Kum Kee	Lee Kum Kee Instant Noodles	Wavemaker Hong Kong Number One PR Communication Limited
Business Challenges: Marketing Disruptors					
E-750-600	Open A New Page For New-Generation Banking Activation	Sunny Idea (HK) Limited	Hang Seng Bank Limited	Hang Seng Preferred Banking	
Commerce & Shopper: New Product / Service Introduction					
E-737-678	McDonald's Coffee Retirement	DDB Group Hong Kong	MHK Restaurants Ltd.	McCafé	OMD Hong Kong
Commerce & Shopper: Omni-Channel Shopper Solution					
E-766-427	A Personalized Support System for Mums	Hedy	Friso	Friso	Verticurl
Digital: Influencer Marketing - Mega-Influencers					
E-739-492	McNuggets Art World	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
Digital: Influencer Marketing - Micro to Macro Influencers					
E-726-881	HSBC Smart Use of "Future Money"	Saatchi & Saatchi (Hong Kong)	HSBC (Hong Kong)	HSBC Smart Use of "Future Money"	Omnicom Media Group
E-786-248	Mom-Certified	Saatchi & Saatchi (Hong Kong)	Hong Kong Technology Venture Company Limited	HKTVMall Mom-Certified	
Digital: Social Media Marketing					
E-736-187	McDonald's Coffee Retirement	DDB Group Hong Kong	MHK Restaurants Ltd.	McCafé	OMD Hong Kong
E-796-096	Cathay - Let's Get Moving ;P	Leo Burnett	Cathay	Let's Get Moving	MSL Hong Kong Digitas Hong Kong
General Specialty: Experiential Marketing - Live or Digital					
E-762-888	HSBC RewardCash Red Hot Auction	VML Hong Kong	HSBC	HSBC Credit Card	One Media Group
General Specialty: Experiential Marketing - Hybrid					
E-738-185	McNuggets Art World	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
E-764-600	Revival Of A Classic	Ogilvy Hong Kong	Coca-Cola China Limited	Coca-Cola	Essencemediacom VML Hong Kong
General Specialty: Use of Content					
E-763-559	Revival Of A Classic	Ogilvy Hong Kong	Coca-Cola China Limited	Coca-Cola	Essencemediacom VML Hong Kong

Category	Entry Title	Lead Agency	Client	Brand	Contributing Agency/ Media Partner
Specialty Categories					
Marketing Innovation Solutions: Customer Experience					
E-702-687	How far will a credit card go for its customers?	McCann Health, Hong Kong	Mastercard Hong Kong	Mastercard Hong Kong	Weber Shandwick Carat Hong Kong
E-751-076	Open A New Page For New-Generation Banking Activation	Sunny Idea (HK) Limited	Hang Seng Bank Limited	Hang Seng Preferred Banking	
E-761-487	HSBC RewardCash Red Hot Auction	VML Hong Kong	HSBC	HSBC Credit Card	One Media Group
E-765-999	A Personalized Support System for Mums	Hedy	Friso	Friso	Verticurl

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