

## 2024 Effie Awards Hong Kong – List of Winners

### Grand Effie

#### **Business Challenges: Corporate Reputation**

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

### Gold Effie

#### **Business Challenges: Corporate Reputation**

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

#### **General Specialty: Experiential Marketing - Hybrid**

Campaign:	Revival Of A Classic
Brand:	Coca-Cola
Client:	Coca-Cola China Limited
Lead Agency:	Ogilvy Hong Kong
Media Partner:	Essencemediacom
Contributing Agency:	VML Hong Kong

**Silver Effie**

**Digital: Influencer Marketing – Mega-Influencers**

Campaign: McNuggets Art World  
Brand: McDonald’s Hong Kong  
Client: MHK Restaurants Ltd.  
Lead Agency: DDB Group Hong Kong  
Media Partner: OMD Hong Kong

**Digital: Influencer Marketing – Micro to Macro Influencer**

Campaign: Mom-Certified  
Brand: HKTVMall Mom-Certified  
Client: Hong Kong Technology Venture Company Limited  
Lead Agency: Saatchi & Saatchi (Hong Kong)

**Digital: Social Media Marketing**

Campaign: McDonald’s Coffee Retirement  
Brand: McCafé  
Client: MHK Restaurants Ltd.  
Lead Agency: DDB Group Hong Kong  
Media Partner: OMD Hong Kong

**General Specialty: Use of Content**

Campaign: Revival Of A Classic  
Brand: Coca-Cola  
Client: Coca-Cola China Limited  
Lead Agency: Ogilvy Hong Kong  
Media Partner: Essencemediacom  
Contributing Agency: VML Hong Kong

**Bronze Effie**

**Banking and Finance: Digital Wallet / Payment Solutions**

Campaign: HSBC RewardCash Red Hot Auction  
Brand: HSBC Credit Card  
Client: HSBC  
Lead Agency: VML Hong Kong  
Contributing Company: One Media Group

**Banking and Finance: General**

Campaign: HSBC Fraud (呢) Fair  
Brand: HSBC Fraud (呢) Fair  
Client: The HongKong and Shanghai Banking Corporation Limited  
Lead Agency: Hungry Digital Limited  
Media Partner: OMG  
Contributing Company 1: NNNNNNN Ltd.  
Contributing Company 2: Hill & Knowlton  
Contributing Company 3: Honne Creates

Campaign: Prestige Banking CFO Campaign  
Brand: Prestige Banking  
Client: Hang Seng Bank Limited  
Lead Agency: The Bread Digital

Campaign: Open A New Page For New-Generation Banking  
Activation  
Brand: Hang Seng Preferred Banking  
Client: Hang Seng Bank Limited  
Lead Agency: Sunny Idea (HK) Limited

**Bronze Effie**

**Health & Wellness Industry: Healthcare Services**

Campaign: MSD HPV Awareness Campaign: Men's Survival Guide  
Brand: HPV Vaccination  
Client: MSD Hong Kong  
Lead Agency: Narrow Door

**Restaurants / Fast Food**

Campaign: McDonald's Coffee Retirement  
Brand: McCafé  
Client: MHK Restaurants Ltd.  
Lead Agency: DDB Group Hong Kong  
Media Partner: OMD Hong Kong

**Business Challenges: David vs Goliath**

Campaign: Lee Kum Kee Noodles Relaunch  
Brand: Lee Kum Kee Instant Noodles  
Client: Lee Kum Kee  
Lead Agency: Grey Hong Kong  
Media Partner: Wavemaker Hong Kong  
Contributing Agency: Number One PR Communication Limited

**Business Challenges: Marketing Disruptors**

Campaign: Open A New Page For New-Generation Banking Activation  
Brand: Hang Seng Preferred Banking  
Client: Hang Seng Bank Limited  
Lead Agency: Sunny Idea (HK) Limited

**Bronze Effie**

**Commerce & Shopper: New Product / Service Introduction**

Campaign: McDonald's Coffee Retirement  
Brand: McCafé  
Client: MHK Restaurants Ltd.  
Lead Agency: DDB Group Hong Kong  
Media Partner: OMD Hong Kong

**Digital Influencer Marketing – Micro to Macro Influencers**

Campaign: HSBC Smart Use of "Future Money"  
Brand: HSBC Smart Use of "Future Money"  
Client: HSBC (Hong Kong)  
Lead Agency: Saatchi & Saatchi (Hong Kong)  
Media Partner: Omnicom Media Group

**General Specialty: Experimental Marketing – Hybrid**

Campaign: McNuggets Art World  
Brand: McDonald's Hong Kong  
Client: MHK Restaurants Ltd.  
Lead Agency: DDB Group Hong Kong  
Media Partner: OMD Hong Kong

**Merit Effie**

**Food**

Campaign: Lee Kum Kee Noodles Relaunch  
Brand: Lee Kum Kee Instant Noodles  
Client: Lee Kum Kee  
Lead Agency: Grey Hong Kong  
Media Partner: Wavemaker Hong Kong  
Contributing Agency: Number One PR Communication Limited

**Restaurants / Fast Food**

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

**Supermarkets / Shops and Stores / Retail / Etail**

Campaign: Mom Certified  
Brand: HKTVMall Mom-Certified  
Client: Hong Kong Technology Venture Company  
Lead Agency: Saatchi & Saatchi (Hong Kong)

**Travel / Tourism / Recreational / Leisure Facilities**

Campaign: Asia Miles' 25<sup>th</sup> anniversary – Unlocking Possibilities  
Brand: Asia Miles by Cathay  
Client: Cathay  
Lead Agency: Leo Burnett (Hong Kong)  
Media Partner: Digitas Hong Kong

Campaign: Cathay – Let's Get Moving ;P  
Brand: Let's Get Moving  
Client: Cathay  
Lead Agency: Leo Burnett  
Contributing Agency 1: MSL Hong Kong  
Contributing Agency 2: Digitas Hong Kong

**Merit Effie**

**Business Challenges: David vs Goliath**

Campaign: Uber Taxi – Rethink Your Ride  
Brand: Uber Taxi  
Client: Uber (Asia) Limited  
Lead Agency: Havas Worldwide Hong Kong Limited  
Media Partner: Essencemediacom

**Commerce & Shopper: Omni-Channel Shopper Solution**

Campaign: A Personalized Support System for Mums  
Brand: Friso  
Client: Friso  
Lead Agency: Hedy  
Contributing Company: Verticurl

**Digital: Social Media Marketing**

Campaign: Cathay – Let’s Get Moving ;P  
Brand: Let’s Get Moving  
Client: Cathay  
Lead Agency: Leo Burnett  
Contributing Agency 1: MSL Hong Kong  
Contributing Agency 2: Digitas Hong Kong

**General Specialty: Experimental Marketing – Live or Digital**

Campaign: HSBC RewardCash Red Hot Auction  
Brand: HSBC Credit Card  
Client: HSBC  
Lead Agency: VML Hong Kong  
Contributing Company: One Media Group

**Merit Effie**

**Marketing Innovation Solutions: Customer Experience**

Campaign: How far will a credit card go for its customers?  
Brand: Mastercard Hong Kong  
Client: Mastercard Hong Kong  
Lead Agency: McCann Health, Hong Kong  
Media Partner: Carat Hong Kong  
Contributing Company: Weber Shandwick

Campaign: Open A New Page For New-Generation Banking Activation  
Brand: Hang Seng Bank Preferred Banking  
Client: Hang Seng Bank Limited  
Lead Agency: Sunny Idea (HK) Limited

Campaign: HSBC RewardCash Red Hot Auction  
Brand: HSBC Credit Card  
Client: HSBC  
Lead Agency: VML Hong Kong  
Contributing Company: One Media Group

Campaign: A Personalized Support System for Mums  
Brand: Friso  
Client: Friso  
Lead Agency: Hedy  
Contributing Company: Verticurl

**Most Effective Agency of 2024**

DDB Group Hong Kong