

2025 Effie Awards Hong Kong – List of Winners

Grand Effie

Digital: Engaged Community – Products / Services

Campaign:	HSBC One x T1 – For Every Legendary One
Brand:	HSBC One
Client:	HSBC
Lead Agency:	Saatchi & Saatchi (Hong Kong)
Media Partner:	OMG

Gold Effie

Digital: Engaged Community – Products / Services

Campaign:	HSBC One xT1 – For Every Legendary One
Brand:	HSBC One
Client:	HSBC
Lead Agency:	Saatchi & Saatchi (Hong Kong)
Media Partner:	OMG

Restaurants / Fast Food

Campaign:	50 Benches
Brand:	McDonald's Hong Kong
Client:	MHK Restaurants Ltd.
Lead Agency:	DDB Group Hong Kong
Media Partner:	OMD Hong Kong

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

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

Digital: Engaged Community – Products / Services

Campaign: MaccyLeaks
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 Influencers

Campaign: HSBC One xT1 – For Every Legendary One
Brand: HSBC One
Client: HSBC
Lead Agency: Saatchi & Saatchi (Hong Kong)
Media Partner: OMG

General Specialty: Experiential Marketing – Hybrid

Campaign: 50 Benches
Brand: McDonald's Hong Kong
Client: MHK Restaurants Ltd.
Lead Agency: DDB Group Hong Kong
Media Partner: OMD Hong Kong

Media: Media Idea

Campaign: 50 Benches
Brand: McDonald's Hong Kong
Client: MHK Restaurants Ltd.
Lead Agency: DDB Group Hong Kong
Media Partner: OMD Hong Kong

Silver Effie**Positive Change: Social Good – Diversity, Equity & Inclusion**

Campaign:	Re-Righting History
Brand:	Cathay
Client:	Cathay
Lead Agency:	Leo Hong Kong
Contributing Agency 1:	MSL Hong Kong
Contributing Agency 2:	Digitas Hong Kong

Bronze Effie**Banking and Finance: General**

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

Delivery Services

Campaign:	foodpanda Hong Kong – Snooze More with foodpanda
Brand:	Delivery Services
Client:	foodpanda Hong Kong
Lead Agency:	Sunny Idea (HK) Limited

Campaign:	We Know How
Brand:	Cathay Cargo
Client:	Cathay Cargo
Lead Agency:	Leo Hong Kong
Contributing Agency 1:	MSL Hong Kong
Contributing Agency 2:	Digitas Hong Kong

Government Services / Non-Profit Organisations or Activities / Transportation / Utilities

Campaign:	Hong Kong Never Normal
Brand:	Hong Kong Never Normal
Client:	Project Consortium
Lead Agency:	TBWA Hong Kong
Contributing Agency:	FleishmanHillard Hong Kong

Health & Wellness Industry: Rx

Campaign:	The Big Ask
Brand:	MSD HPV Awareness
Client:	Merck Sharp & Dohme (Asia) Limited
Lead Agency:	Narrow Door Limited
Media Partner:	IPG mediabrand

Bronze Effie**Travel / Tourism / Recreational / Leisure Facilities**

Campaign:	Nothing Beats Being There
Brand:	Cathay
Client:	Cathay
Lead Agency:	Leo Hong Kong
Media Partner:	Digitas Hong Kong
Contributing Agency 1:	MSL Hong Kong
Contributing Agency 2:	Luminous MSL

Business Challenges: Corporate Reputation

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

Digital: Artificial Intelligence (AI)

Campaign:	Re-Righting History
Brand:	Cathay
Client:	Cathay
Lead Agency:	Leo Hong Kong
Contributing Agency 1:	MSL Hong Kong
Contributing Agency 2:	Digitas Hong Kong

Digital: Influencer Marketing – Mega-Influencers

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

Bronze Effie**Digital: Influencer Marketing – Micro to Macro Influencers**

Campaign:	Hong Kong Never Normal
Brand:	Hong Kong Never Normal
Client:	Project Consortium
Lead Agency:	TBWA Hong Kong
Contributing Agency:	FleishmanHillard Hong Kong

General Specialty: Business to Business

Campaign:	We Know How
Brand:	Cathay Cargo
Client:	Cathay Cargo
Lead Agency:	Leo Hong Kong
Contributing Agency 1:	MSL Hong Kong
Contributing Agency 2:	Digitas Hong Kong

General Specialty: Experiential Marketing – Hybrid

Campaign:	HSBC's Fraud Prevention University
Brand:	Fraud Prevention University
Client:	HSBC
Lead Agency:	Hungry Digital Limited
Media Partner:	OMG
Contributing Agency 1:	MSL Hong Kong
Contributing Agency 2:	NNNNNNN LIMITED
Campaign:	HSBC One x T1 – For Every Legendary One
Brand:	HSBC One
Client:	HSBC
Lead Agency:	Saatchi & Saatchi (Hong Kong)
Media Partner:	OMG

Bronze Effie**General Specialty: Use of Content**

Campaign:	The Big Ask
Brand:	MSD HPV Awareness
Client:	Merck Sharp & Dohme (Asia) Limited
Lead Agency:	Narrow Door Limited
Media Partner:	IPG mediabrands

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

Campaign:	Shingles, what does it have to do with me?
Brand:	Shingles Disease Awareness
Client:	GlaxoSmithKline Limited (GSK)
Lead Agency:	McCann Health Hong Kong
Media Partner:	ZenithOptimedia Hong Kong

Media: Media Innovation – Emerging & New Channels / Existing Channels

Campaign:	Hong Kong Halloween Campaign 2024
Brand:	Hong Kong Halloween 2024
Client:	Hong Kong Tourism Board
Lead Agency:	Ogilvy Hong Kong

Merit Effie
Banking and Finance: General

Campaign: Staying Ahead Amidst Wealth Uncertainty: Redefining Wealth Confidence in a New Global Reality
 Brand: DBS Treasures
 Client: DBS Bank (Hong Kong) Limited
 Lead Agency 1: Wavemaker Hong Kong
 Lead Agency 2: POTASSIUM LIMITED

Campaign: HSBC's Fraud Prevention University
 Brand: Fraud Prevention University
 Client: HSBC
 Lead Agency: Hungry Digital Limited
 Media Partner: OMG
 Contributing Agency 1: MSL Hong Kong
 Contributing Agency 2: NNNNNNN LIMITED

Office / Computer Equipment / Electrical Appliances

Campaign: Rewrite a Smarter Story
 Brand: Honor M7P
 Client: Gin Hung Industrial Co. Ltd
 Lead Agency: Narrow Door Limited
 Media Partner: Wavemaker Hong Kong

Travel / Tourism / Recreational / Leisure Facilities

Campaign: Re-Righting History
 Brand: Cathay
 Client: Cathay
 Lead Agency: Leo Hong Kong
 Contributing Agency 1: MSL Hong Kong
 Contributing Agency 2: Digitas Hong Kong

Business Challenges: Corporate Reputation

Campaign: mAIRathon Hong Kong
 Brand: Hong Kong International Airport
 Client: Hong Kong International Airport
 Lead Agency: Havas Worldwide Hong Kong Limited

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

Campaign:	Lee Kum Kee - Revitalising The Soy Sauce Category Through Premiumisation
Brand:	First Draw Soy Sauce (FDSS)
Client:	Lee Kum Kee (Hong Kong) Limited
Lead Agency:	Hungry Digital Limited
Media Partner:	Wavemaker Hong Kong

Digital: Artificial Intelligence (AI)

Campaign:	Rewrite a Smarter Story
Brand:	Honor M7P
Client:	Gin Hung Industrial Co. Ltd
Lead Agency:	Narrow Door Limited
Media Partner:	Wavemaker Hong Kong

General Specialty: Experiential Marketing - Hybrid

Campaign:	Marathon Savings Account: Save to Play, Play to Save
Brand:	Standard Chartered Hong Kong
Client:	Standard Chartered Bank (Hong Kong)
Lead Agency:	Leo Hong Kong
Media Partner:	dentsu Hong Kong

General Specialty: Experiential Marketing – Live or Digital

Campaign:	Nothing Beats Being There
Brand:	Cathay
Client:	Cathay
Lead Agency:	Leo Hong Kong
Media Partner:	Digitas Hong Kong
Contributing Company 1:	MSL Hong Kong
Contributing Company 2:	Luminous MSL

Merit Effie**General Specialty: Use of Content**

Campaign: Hong Kong Never Normal
Brand: Hong Kong Never Normal
Client: Project Consortium
Lead Agency: TBWA Hong Kong
Contributing Agency: FleishmanHillard Hong Kong

Campaign: Standard Chartered Anti-Fraud Convenience Store
Brand: Standard Chartered Anti-Fraud Convenience Store
Client: Standard Chartered Bank (Hong Kong)
Lead Agency: Secret Tour (HK) Limited

Marketing Innovation Solutions: Business / Product / Service Innovation

Campaign: Rewrite a Smarter Story
Brand: Honor M7P
Client: Gin Hung Industrial Co. Ltd
Lead Agency: Narrow Door Limited
Media Partner: Wavemaker Hong Kong

Marketing Innovation Solutions: Customer Experience

Campaign: Affluent Travel and lifestyle: Chartered Flight & LFC
Anfield
Brand: Standard Chartered Hong Kong
Client: Standard Chartered Bank (Hong Kong)
Lead Agency: Leo Hong Kong

Media: Media Content Partnerships

Campaign: Hong Kong Never Normal
Brand: Hong Kong Never Normal
Client: Project Consortium
Lead Agency: TBWA Hong Kong
Contributing Agency: FleishmanHillard Hong Kong

Merit Effie**Media: Media Innovation - Emerging & New Channels / Existing Channels**

Campaign:	Save to Play, Play to Save
Brand:	Standard Chartered Hong Kong
Client:	Standard Chartered Hong Kong
Lead Agency 1:	dentsu Hong Kong
Lead Agency 2:	Leo Hong Kong

Positive Change: Social Good - Brands / Non-Profit

Campaign:	Re-Righting History
Brand:	Cathay
Client:	Cathay
Lead Agency:	Leo Hong Kong
Contributing Agency 1:	MSL Hong Kong
Contributing Agency 2:	Digitas Hong Kong

Campaign:	Standard Chartered Anti-Fraud Convenience Store
Brand:	Standard Chartered Anti-Fraud Convenience Store
Client:	Standard Chartered Bank (Hong Kong)
Lead Agency:	Secret Tour (HK) Limited

Most Effective Agency of 2025

Saatchi & Saatchi (Hong Kong)