

Ideas That Work™

2025 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: General					
E-836-166	Staying Ahead Amidst Wealth Uncertainty : Redefining Wealth Confidence in a New Global Reality	Wavemaker Hong Kong POTASSIUM LIMITED	DBS Bank (Hong Kong) Limited	DBS Treasures	
E-872-129	HSBC Client Continuum	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC Wealth	OMG
E-877-770	HSBC's Fraud Prevention University	Hungry Digital Limited	HSBC	Fraud Prevention University	OMG MSL Hong Kong NNNNNNN LIMITED
Delivery Services					
E-860-382	foodpanda Hong Kong - Snooze More with foodpanda	Sunny Idea (HK) Limited	foodpanda Hong Kong	Delivery Services	
E-905-256	We Know How	Leo Hong Kong	Cathay Cargo	Cathay Cargo	MSL Hong Kong Digitas Hong Kong
Government Services / Non-Profit Organisations or Activities / Transportation / Utilities					
E-817-941	Hong Kong Never Normal	TBWA Hong Kong	Project Consortium	Hong Kong Never Normal	FleishmanHillard Hong Kong
Health & Wellness Industry: Rx					
E-902-920	The Big Ask	Narrow Door Limited	Merck Sharp & Dohme (Asia) Limited	MSD HPV Awareness	IPG mediabrands
Office / Computer Equipment / Electrical Appliances					
E-885-565	Rewrite a Smarter Story	Narrow Door Limited	Gin Hung Industrial Co. Ltd	Honor M7P	Wavemaker Hong Kong
Restaurants / Fast Food					
E-880-897	50 Benches	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
Travel / Tourism / Recreational / Leisure Facilities					
E-867-574	Nothing Beats Being There	Leo Hong Kong	Cathay	Cathay	MSL Hong Kong Luminous MSL Digitas Hong Kong
E-913-383	Re-Righting History	Leo Hong Kong	Cathay	Cathay	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-849-033	mAIRathon Hong Kong	Havas Worldwide Hong Kong Limited	Hong Kong International Airport	Hong Kong International Airport	
E-873-382	HSBC Client Continuum	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC Wealth	OMG
Commerce & Shopper: New Product / Service Introduction					
E-891-558	MaccyLeaks	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
Commerce & Shopper: Omni-Channel Shopper Solution					
E-898-616	Lee Kum Kee - Revitalising The Soy Sauce Category Through Premiumisation	Hungry Digital Limited	Lee Kum Kee (Hong Kong) Limited	First Draw Soy Sauce (FDSS)	Wavemaker Hong Kong
Digital: Artificial Intelligence (AI)					
E-899-839	Rewrite a Smarter Story	Narrow Door Limited	Gin Hung Industrial Co. Ltd	Honor M7P	Wavemaker Hong Kong
E-916-137	Re-Righting History	Leo Hong Kong	Cathay	Cathay	MSL Hong Kong Digitas Hong Kong
Digital: Engaged Community - Products / Services					
E-887-905	HSBC One x T1 - For Every Legendary One	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC One	OMG
E-897-021	MaccyLeaks	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
Digital: Influencer Marketing - Mega-Influencers					
E-874-973	HSBC Client Continuum	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC Wealth	OMG
Digital: Influencer Marketing - Micro to Macro Influencers					
E-824-659	Hong Kong Never Normal	TBWA Hong Kong	Project Consortium	Hong Kong Never Normal	FleishmanHillard Hong Kong
E-888-351	HSBC One x T1 - For Every Legendary One	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC One	OMG
General Specialty: Business to Business					
E-909-166	We Know How	Leo Hong Kong	Cathay Cargo	Cathay Cargo	MSL Hong Kong Digitas Hong Kong
General Specialty: Experiential Marketing - Hybrid					
E-878-214	HSBC's Fraud Prevention University	Hungry Digital Limited	HSBC	Fraud Prevention University	OMG MSL Hong Kong NNNNNNN LIMITED
E-886-136	HSBC One x T1 - For Every Legendary One	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC One	OMG
E-893-992	50 Benches	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
E-918-483	Marathon Savings Account: Save to Play, Play to Save	Leo Hong Kong	Standard Chartered Bank (Hong Kong)	Standard Chartered Hong Kong	dentsu Hong Kong
General Specialty: Experiential Marketing - Live or Digital					
E-868-635	Nothing Beats Being There	Leo Hong Kong	Cathay	Cathay	MSL Hong Kong Luminous MSL Digitas Hong Kong
General Specialty: Use of Content					
E-825-098	Hong Kong Never Normal	TBWA Hong Kong	Project Consortium	Hong Kong Never Normal	FleishmanHillard Hong Kong
E-904-748	The Big Ask	Narrow Door Limited	Merck Sharp & Dohme (Asia) Limited	MSD HPV Awareness	IPG mediabrands
E-929-523	Standard Chartered Anti-Fraud Convenience Store	Secret Tour (HK) Limited	Standard Chartered Bank (Hong Kong)	Standard Chartered Anti-Fraud Convenience Store	
Health & Wellness Specialty: Disease Awareness & Education - Pharma / Corporate					
E-875-075	Shingles, what does it have to do with me?	McCann Health Hong Kong	GlaxoSmithKline Limited (GSK)	Shingles Disease Awareness	ZenithOptimedia Hong Kong

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Specialty Categories					
Marketing Innovation Solutions: Business / Product / Service Innovation					
E-901-766	Rewrite a Smarter Story	Narrow Door Limited	Gin Hung Industrial Co. Ltd	Honor M7P	Wavemaker Hong Kong
Marketing Innovation Solutions: Customer Experience					
E-927-536	Affluent Travel and lifestyle: Chartered Flight & LFC Anfield	Leo Hong Kong	Standard Chartered Bank (Hong Kong)	Standard Chartered Hong Kong	
Media: Media Content Partnerships					
E-826-307	Hong Kong Never Normal	TBWA Hong Kong	Project Consortium	Hong Kong Never Normal	FleishmanHillard Hong Kong
Media: Media Idea					
E-892-097	50 Benches	DDB Group Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
Media: Media Innovation - Emerging & New Channels / Existing Channels					
E-908-396	Save to Play, Play to Save	dentsu Hong Kong Leo Hong Kong	Standard Chartered Hong Kong	Standard Chartered Hong Kong	
E-921-273	Hong Kong Halloween Campaign 2024	Ogilvy Hong Kong	Hong Kong Tourism Board	Hong Kong Halloween 2024	
Positive Change: Social Good - Brands / Non-Profit					
E-914-661	Re-Righting History	Leo Hong Kong	Cathay	Cathay	MSL Hong Kong Digitas Hong Kong
E-930-894	Standard Chartered Anti-Fraud Convenience Store	Secret Tour (HK) Limited	Standard Chartered Bank (Hong Kong)	Standard Chartered Anti-Fraud Convenience Store	
Positive Change: Social Good - Diversity, Equity & Inclusion					
E-915-408	Re-Righting History	Leo Hong Kong	Cathay	Cathay	MSL Hong Kong Digitas Hong Kong

10/2/2025