

Category Entry No.	Entry Title	Lead Agency	Client	Brand	Contributing Agency/ Media Partner
Industry Categories					
Banking and Finance: General					
E-1059-906	HSBC Red Hot Chef	MSL Hong Kong	HSBC	HSBC Red Hot Chef	1) Omnicom Media Hong Kong 2) Madkids
E-1003-403	HSBC Premier x HSBC Life: Breaking Boundaries with The Honorary Relationship Manager	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC & HSBC Life	OMG
Beverages - Alcohol / Non-Alcohol					
E-971-266	Made in Hong Kong. Made of Hong Kong.	PS Workshop Limited	Coca-Cola China Limited	Authentic Tea House 淳茶舍 (ATH)	1) Button Creations 2) Jimmy Ming Shum
Food					
E-987-856	Blessing All Shapes of Love	Narrow Door Limited	Kee Wah Bakery Limited	Kee Wah Bakery	E's Concept
Government Services / Non-Profit Organisations or Activities / Transportation / Utilities					
E-1069-208	FROM 31 TO EVERYWHERE	Omelette Digital	Uber Hong Kong	Uber Hong Kong	
E-999-482	Building the Future Today	BBDO Hong Kong	MTR Corporation Limited	New Lines Development	WPP Media
Health & Wellness Industry: Over-the-counter (OTC)					
E-990-367	Don't Trust, Test	Narrow Door Limited	PHASE Scentific International Limited	Indicaid	PHD Hong Kong
Insurance					
E-1056-247	The AI Generation: How Prudential Abandoned the Category Playbook to Turn Parental Fear into Unprecedented Growth.	VML Hong Kong	Prudential Hong Kong Limited	Prudential Holistic Wealth Solutions	
Restaurants / Fast Food					
E-995-016	Back to the Beginning	BBDO Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	1) OMD Hong Kong 2) Such Films Limited
Telecom & Internet Services / Media & Entertainment / Electronics					
E-1064-291	The Way I Read SCMP	Stagwell Media	South China Morning Post	South China Morning Post	SCMP Morning Studio
Travel / Tourism / Recreational / Leisure Facilities					
E-1078-123	Making Cathay Everyday, Everywhere	Leo Hong Kong	Cathay	Cathay	1) MSL Hong Kong 2) Digitas Hong Kong

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Specialty Categories					
Business Challenges: Corporate Reputation					
E-1007-151	i'm lovin' 50	BBDO Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	OMD Hong Kong
E-1012-912	Building the Future Today	BBDO Hong Kong	MTR Corporation Limited	New Lines Development	WPP MEDIA
Business Challenges: Marketing Disruptors					
E-982-949	Made in Hong Kong. Made of Hong Kong.	PS Workshop Limited	Coca-Cola China Limited	Authentic Tea House 淳茶舍 (ATH)	1) Button Creations 2) Jimmy Ming Shum
Business Challenges: Small Budgets - Non-Profit / Products / Services					
E-1036-187	MTR — Turning Netizen Culture into Brand Likes	MYSTORY Communications Limited	MTR Corporation Limited	MTR	
Commerce & Shopper: Experiential Shopper Marketing					
E-1070-794	FROM 31 TO EVERYWHERE	Omelette Digital	Uber Hong Kong	Uber Hong Kong	
Digital: Influencer Marketing - Mega-Influencers					
E-1014-559	Building the Future Today	BBDO Hong Kong	MTR Corporation Limited	New Lines Development	WPP MEDIA
E-1057-639	HSBC Premier x HSBC Life: Breaking Boundaries with The Honorary Relationship Manager	Saatchi & Saatchi (Hong Kong)	HSBC	HSBC & HSBC Life	OMG
Digital: Influencer Marketing - Micro to Macro Influencers					
E-983-419	Made in Hong Kong. Made of Hong Kong.	PS Workshop Limited	Coca-Cola China Limited	Authentic Tea House 淳茶舍 (ATH)	1) Button Creations 2) Jimmy Ming Shum
Digital: Performance Marketing*					
E-1082-056	Citi Prestige® - Voyage into elevated indulgence	Spark Foundry	Citi Hong Kong | Mastercard Asia Pacific	Citi Prestige®	
Digital: Social Media Marketing					
E-1044-762	Family Fur-st: Where Pets Truly Belong	1) Ogilvy Hong Kong 2) Mindshare	Prudential Hong Kong Limited	PRUChoice Furkid Care Pet Insurance	
General Specialty: Business to Business					
E-1008-589	The Way I Read SCMP	Stagwell Media	South China Morning Post	South China Morning Post	SCMP Morning Studio
E-1062-214	The Modern Day Ark	Leo Hong Kong	Cathay Cargo	Cathay Cargo	1) MSL Hong Kong 2) Digitas Hong Kong
General Specialty: Experiential Marketing - Hybrid					
E-997-659	Back to the Beginning	BBDO Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	1) OMD Hong Kong 2) Such Films Limited
E-967-494	SC Invest - Time for What Truly Matters	1) dentsu Hong Kong 2) Leo Hong Kong	Standard Chartered Bank (Hong Kong) Limited	Standard Chartered Bank	
E-1079-826	Making Cathay Everyday, Everywhere	Leo Hong Kong	Cathay	Cathay	1) MSL Hong Kong 2) Digitas Hong Kong
General Specialty: Experiential Marketing - Live or Digital					
E-1072-037	FROM 31 TO EVERYWHERE	Omelette Digital	Uber Hong Kong	Uber Hong Kong	

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General Specialty: Use of Content					
E-996-636	Back to the Beginning	BBDO Hong Kong	MHK Restaurants Ltd.	McDonald's Hong Kong	1) OMD Hong Kong 2) Such Films Limited
E-1058-028	HSBC Red Hot Chef	MSL Hong Kong	HSBC	HSBC Red Hot Chef	1) Omnicom Media Hong Kong 2) Madkids
E-981-515	Made in Hong Kong. Made of Hong Kong.	PS Workshop Limited	Coca-Cola China Limited	Authentic Tea House 淳茶舍 (ATH)	1) Button Creations 2) Jimmy Ming Shum
Health & Wellness Specialty: Disease Awareness & Education - Pharma / Corporate					
E-1027-547	Don't Trust, Test	Narrow Door Limited	PHASE Scentific International Limited	Indicaid	PHD Hong Kong
International Marketing					
E-1080-158	Making Cathay Everyday, Everywhere	Leo Hong Kong	Cathay	Cathay	1) MSL Hong Kong 2) Digitas Hong Kong
Media: Data-Driven					
E-1083-703	Citi Prestige® - Voyage into elevated indulgence	Spark Foundry	Citi Hong Kong | Mastercard Asia Pacific	Citi Prestige®	
E-1011-058	Salary Intelligence – Bonus Saver Performance Engine	1) dentsu Hong Kong 2) Hungry Digital Limited	Standard Chartered Bank (Hong Kong) Limited	Standard Chartered Bank	
E-1031-938	B2B Client Testimonial Campaign - MATCH: The Data Loop Behind Every Relevant Connection	1) FABCOM LIMITED 2) Secret Tour Group	DBS Bank	DBS SME Banking	Rosy Sky
Media: Media Content Partnerships					
E-1060-607	HSBC Red Hot Chef	MSL Hong Kong	HSBC	HSBC Red Hot Chef	1) Omnicom Media Hong Kong 2) Madkids
Media: Media Innovation - Emerging & New Channels / Existing Channels					
E-1071-998	FROM 31 TO EVERYWHERE	Omelette Digital	Uber Hong Kong	Uber Hong Kong	
Topical & Annual Events: Current Events					
E-1026-631	Don't Trust, Test	Narrow Door Limited	PHASE Scentific International Limited	Indicaid	PHD Hong Kong
E-1017-789	IT'S NOW OR NEVER: Conquering Hong Kong's Toughest World Cup	We Glow HK Limited	Hong Kong Telecom	Now TV	

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