

2026 Effie Awards Hong Kong – List of Winners

Grand Effie

General Specialty: Use of Content

Campaign:	Back to the Beginning
Brand:	McDonald's Hong Kong
Client:	MHK Restaurants Ltd.
Lead Agency:	BBDO Hong Kong
Media Partner:	OMD Hong Kong
Contributing Agency:	Such Films Limited

Gold Effie

Health & Wellness Industry: Over-the-counter (OTC)

Campaign:	Don't Trust, Test
Brand:	Indicaid
Client:	PHASE Scientific International Limited
Lead Agency:	Narrow Door Limited
Media Partner:	PHD Hong Kong

Restaurants / Fast Food

Campaign:	Back to the Beginning
Brand:	McDonald's Hong Kong
Client:	MHK Restaurants Ltd.
Lead Agency:	BBDO Hong Kong
Media Partner:	OMD Hong Kong
Contributing Agency:	Such Films Limited

Gold Effie**General Specialty: Experiential Marketing - Hybrid**

Campaign:	Back to the Beginning
Brand:	McDonald's Hong Kong
Client:	MHK Restaurants Ltd.
Lead Agency:	BBDO Hong Kong
Media Partner:	OMD Hong Kong
Contributing Agency:	Such Films Limited

General Specialty: Use of Content

Campaign:	Back to the Beginning
Brand:	McDonald's Hong Kong
Client:	MHK Restaurants Ltd.
Lead Agency:	BBDO Hong Kong
Media Partner:	OMD Hong Kong
Contributing Agency:	Such Films Limited

Topical & Annual Events: Current Events

Campaign:	Don't Trust, Test
Brand:	Indicaid
Client:	PHASE Scientific International Limited
Lead Agency:	Narrow Door Limited
Media Partner:	PHD Hong Kong

Silver Effie**Banking and Finance: General**

Campaign: HSBC Red Hot Chef
Brand: HSBC Red Hot Chef
Client: HSBC
Lead Agency: MSL Hong Kong
Media Partner: Omnicom Media Hong Kong
Contributing Agency: Madkids

Beverages - Alcohol / Non-Alcohol

Campaign: Made in Hong Kong. Made of Hong Kong.
Brand: Authentic Tea House 淳茶舍 (ATH)
Client: Coca-Cola China Limited
Lead Agency: PS Workshop Limited
Contributing Agency 1: Button Creations
Contributing Agency 2: Jimmy Ming Shum

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

Campaign: FROM 31 TO EVERYWHERE
Brand: Uber Hong Kong
Client: Uber Hong Kong
Lead Agency: Omelette Digital

Telecom & Internet Services / Media & Entertainment / Electronics

Campaign: The Way I Read SCMP
Brand: South China Morning Post
Client: South China Morning Post
Lead Agency: Stagwell Media
Contributing Agency: SCMP Morning Studio

Silver Effie**Business Challenges: Corporate Reputation**

Campaign: i'm lovin' 50
Brand: McDonald's Hong Kong
Client: MHK Restaurants Ltd.
Lead Agency: BBDO Hong Kong
Media Partner: OMD Hong Kong

General Specialty: Use of Content

Campaign: HSBC Red Hot Chef
Brand: HSBC Red Hot Chef
Client: HSBC
Lead Agency: MSL Hong Kong
Media Partner: Omnicom Media Hong Kong
Contributing Agency: Madkids

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

Campaign: Don't Trust, Test
Brand: Indicaid
Client: PHASE Scientific International Limited
Lead Agency: Narrow Door Limited
Media Partner: PHD Hong Kong

Media: Media Content Partnerships

Campaign: HSBC Red Hot Chef
Brand: HSBC Red Hot Chef
Client: HSBC
Lead Agency: MSL Hong Kong
Media Partner: Omnicom Media Hong Kong
Contributing Agency: Madkids

Bronze Effie**Banking and Finance: General**

Campaign:	HSBC Premier x HSBC Life: Breaking Boundaries with The Honorary Relationship Manager
Brand:	HSBC & HSBC Life
Client:	HSBC
Lead Agency:	Saatchi & Saatchi (Hong Kong)
Media Partner:	OMG

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

Campaign:	Building the Future Today
Brand:	New Lines Development
Client:	MTR Corporation Limited
Lead Agency:	BBDO Hong Kong
Media Partner:	WPP Media

Insurance

Campaign:	The AI Generation: How Prudential Abandoned the Category Playbook to Turn Parental Fear into Unprecedented Growth.
Brand:	Prudential Holistic Wealth Solutions
Client:	Prudential Hong Kong Limited
Lead Agency:	VML Hong Kong
Media Partner:	OMD Hong Kong

Travel / Tourism / Recreational / Leisure Facilities

Campaign:	Making Cathay Everyday, Everywhere
Brand:	Cathay
Client:	Cathay
Lead Agency:	Leo Hong Kong
Media Partner:	Digitas Hong Kong
Contributing Agency:	MSL Hong Kong

Bronze Effie**Business Challenges: Corporate Reputation**

Campaign: Building the Future Today
Brand: New Lines Development
Client: MTR Corporation Limited
Lead Agency: BBDO Hong Kong
Media Partner: WPP MEDIA

Business Challenges: Marketing Disruptors

Campaign: Made in Hong Kong. Made of Hong Kong.
Brand: Authentic Tea House 淳茶舍 (ATH)
Client: Coca-Cola China Limited
Lead Agency: PS Workshop Limited
Contributing Agency 1: Button Creations
Contributing Agency 2: Jimmy Ming Shum

Commerce & Shopper: Experiential Shopper Marketing

Campaign: FROM 31 TO EVERYWHERE
Brand: Uber Hong Kong
Client: Uber Hong Kong
Lead Agency: Omelette Digital

Digital: Influencer Marketing – Mega-Influencers

Campaign: Building the Future Today
Brand: New Lines Development
Client: MTR Corporation Limited
Lead Agency: BBDO Hong Kong
Media Partner: WPP MEDIA

Campaign: HSBC Premier x HSBC Life: Breaking Boundaries with The Honorary Relationship Manager
Brand: HSBC & HSBC Life
Client: HSBC
Lead Agency: Saatchi & Saatchi (Hong Kong)
Media Partner: OMG

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

Campaign: Made in Hong Kong. Made of Hong Kong.
Brand: Authentic Tea House 淳茶舍 (ATH)
Client: Coca-Cola China Limited
Lead Agency: PS Workshop Limited
Contributing Agency 1: Button Creations
Contributing Agency 2: Jimmy Ming Shum

General Specialty: Business to Business

Campaign: The Way I Read SCMP
Brand: South China Morning Post
Client: South China Morning Post
Lead Agency: Stagwell Media
Contributing Agency: SCMP Morning Studio

General Specialty: Experiential Marketing – Hybrid

Campaign: SC Invest - Time for What Truly Matters
Brand: Standard Chartered Bank
Client: Standard Chartered Bank (Hong Kong) Limited
Lead Agency 1: dentsu Hong Kong
Lead Agency 2: Leo Hong Kong

General Specialty: Experiential Marketing - Live or Digital

Campaign: FROM 31 TO EVERYWHERE
Brand: Uber Hong Kong
Client: Uber Hong Kong
Lead Agency: Omelette Digital

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

Campaign:	Made in Hong Kong. Made of Hong Kong.
Brand:	Authentic Tea House 淳茶舍 (ATH)
Client:	Coca-Cola China Limited
Lead Agency:	PS Workshop Limited
Contributing Agency 1:	Button Creations
Contributing Agency 2:	Jimmy Ming Shum

Media: Data Driven

Campaign:	Citi Prestige® - Voyage into elevated indulgence
Brand:	Citi Prestige®
Client:	Citi Hong Kong Mastercard Asia Pacific
Lead Agency:	Spark Foundry

Campaign:	Salary Intelligence – Bonus Saver Performance Engine
Brand:	Standard Chartered Bank
Client:	Standard Chartered Bank (Hong Kong) Limited
Lead Agency 1:	dentsu Hong Kong
Lead Agency 2:	Hungry Digital Limited

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

Campaign:	FROM 31 TO EVERYWHERE
Brand:	Uber Hong Kong
Client:	Uber Hong Kong
Lead Agency:	Omelette Digital

Merit Effie**Food**

Campaign: Blessing All Shapes of Love
Brand: Kee Wah Bakery
Client: Kee Wah Bakery Limited
Lead Agency: Narrow Door Limited
Contributing Agency: E's Concept

Business Challenges: Small Budgets - Non-Profit / Products / Services

Campaign: MTR — Turning Netizen Culture into Brand Likes
Brand: MTR
Client: MTR Corporation Limited
Lead Agency: MYSTORY Communications Limited

Digital: Performance Marketing*

Campaign: Citi Prestige® - Voyage into elevated indulgence
Brand: Citi Prestige®
Client: Citi Hong Kong | Mastercard Asia Pacific
Lead Agency: Spark Foundry

Digital: Social Media Marketing

Campaign: Family Fur-st: Where Pets Truly Belong
Brand: PRUChoice Furkid Care Pet Insurance
Client: Prudential Hong Kong Limited
Lead Agency 1: Ogilvy Hong Kong
Lead Agency 2: Mindshare

General Specialty: Business to Business

Campaign: The Modern Day Ark
Brand: Cathay Cargo
Client: Cathay Cargo
Lead Agency: Leo Hong Kong
Contributing Agency 1: MSL Hong Kong
Contributing Agency 2: Digitas Hong Kong

Merit Effie**General Specialty: Experiential Marketing - Hybrid**

Campaign:	Making Cathay Everyday, Everywhere
Brand:	Cathay
Client:	Cathay
Lead Agency:	Leo Hong Kong
Media Partner:	Digitas Hong Kong
Contributing Agency:	MSL Hong Kong

International Marketing

Campaign:	Making Cathay Everyday, Everywhere
Brand:	Cathay
Client:	Cathay
Lead Agency:	Leo Hong Kong
Media Partner:	Digitas Hong Kong
Contributing Agency:	MSL Hong Kong

Media: Data-Driven

Campaign:	B2B Client Testimonial Campaign - MATCH: The Data Loop Behind Every Relevant Connection
Brand:	DBS SME Banking
Client:	DBS Bank
Lead Agency 1:	FABCOM LIMITED
Lead Agency 2:	Secret Tour Group
Contributing Agency:	Rosy Sky

Topical & Annual Events: Current Events

Campaign:	IT'S NOW OR NEVER: Conquering Hong Kong's Toughest World Cup
Brand:	Now TV
Client:	Hong Kong Telecom
Lead Agency:	We Glow HK Limited

Most Effective Agency of 2026

BBDO Hong Kong