

2021 Effie Awards Hong Kong – List of Finalists

Category	Entry Title	Lead Agency	Client	Brand	Contributing / Media Partner
Industry Categories					
Automotive					
E-223-790	WEAR MINI	MINI Hong Kong	MINI Hong Kong	WEAR MINI	
E-247-944	Small Business Drive	TBWA Hong Kong	Inchcape Group Hong Kong	Lexus	
Banking & Financial Services					
E-317-792	The Story Continues	Grey Advertising Hong Kong Limited	HSBC (Hong Kong)	HSBC	Ogilvy Hong Kong PHD Hong Kong
Delivery Services					
E-188-067	THE AHHH 2.0	Carat Media Services Hong Kong	foodpanda Hong Kong	fodpanda Hong Kong	
Restaurants / Fast Food					
E-209-189	Pizza Hut X IKEA Meatball Pizza	Ogilvy Hong Kong	Jardine Restaurant Group – Pizza Hut	Pizza Hut	
E-224-996	There's A New Chicken In Town	DDB Group Hong Kong	MHK Restaurants Limited	McDonald's	OMD Hong Kong
E-248-897	A New Big Mac For A New Generation	DDB Group Hong Kong	MHK Restaurants Limited	McDonald's	OMD Hong Kong
Specialty Categories					
General Specialties: Brand Experience – Live / Digital / Live & Digital					
E-272-919	Small Business Drive	TBWA Hong Kong	Inchcape Group Hong Kong	Lexus	
General Specialties: Business to Business					
E-238-812	From Survive to Thrive	Dentsu Hong Kong Limited	DBS Hong Kong Limited	DBS SME Banking	iProspect Hong Kong
Business Challenges: Corporate Reputation					
E-235-888	New World Development - Mask to GO	MSL Hong Kong	New World Development Company Limited	New World Development	

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Business Challenges: David vs Goliath					
E-286-847	VIRTUAL BEN - WE KNOW, WHAT YOU "KONG"	STUNZ CREATIVE LIMITED	WeLab Bank Limited	WeLab Bank Debit Card & GoSave Time Deposit	
Business Challenges: Marketing Disruptors					
E-213-236	THE AHhh 2.0	Carat Media Services Hong Kong	foodpanda Hong Kong	foodpanda Hong Kong	
E-273-983	Small Business Drive	TBWA Hong Kong	Inchcape Group Hong Kong	Lexus	
Business Challenges: Small Budgets - Non-Profit / Products / Services					
E-231-084	Pizza Hut X IKEA Meatball Pizza	Ogilvy Hong Kong	Jardine Restaurant Group - Pizza Hut	Pizza Hut	
Commerce & Shopper: Brand Experience					
E-274-541	Small Business Drive	TBWA Hong Kong	Inchcape Group Hong Kong	Lexus	
Commerce & Shopper: Crisis Response / Critical Pivot					
E-234-185	Take C.A.R.E. People Before Profit	DDB Group Hong Kong	MHK Restaurants Limited	McDonald's C.A.R.E. - Business Recovery Model	OMD Hong Kong
Commerce & Shopper: Data-Driven					
E-275-464	Small Business Drive	TBWA Hong Kong	Inchcape Group Hong Kong	Lexus	
Commerce & Shopper: New Product / Service Introduction					
E-233-125	Pizza Hut X IKEA Meatball Pizza	Ogilvy Hong Kong	Jardine Restaurant Group - Pizza Hut	Pizza Hut	
Digital: Influencer Marketing					
E-227-667	How McDonald's Turned Vegetarian Haters into Lovers	DDB Group Hong Kong	MHK Restaurants Limited	McDonald's	OMD Hong Kong
E-249-270	A New Big Mac For A New Generation	DDB Group Hong Kong	MHK Restaurants Limited	McDonald's	OMD Hong Kong
Digital: Social Media Marketing					
E-230-989	There's A New Chicken In Town	DDB Group Hong Kong	MHK Restaurants Limited	McDonald's	OMD Hong Kong
E-263-994	Hang Seng Starry Tales	Uth Creative Limited	Hang Seng Bank	Hang Seng Banking Services	

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Health & Wellness Specialty: Disease Awareness & Education – Pharma / Corporate					
E-321-852	Not Another Sad Song	McCann Health, Hong Kong	Pfizer Hong Kong	Pfizer Pristiq	
Media Planning & Innovation: Media Idea					
E-221-873	PEACH-UP Baby Butt	Havas Hong Kong Wavemaker HK	Kimberly Clark Hong Kong	Huggies Diamond Range	
Media Planning & Innovation: Media Innovation – Emerging & New Channels / Existing Channels					
E-216-248	THE AHHH 2.0	Carat Media Services Hong Kong	foodpanda Hong Kong	foodpanda Hong Kong	
E-276-449	Small Business Drive	TBWA Hong Kong	Inchcape Group Hong Kong	Lexus	
Marketing Innovation Solutions: Business / Product / Service Innovation					
E-173-955	yu Rewards Club Launch	M&C Saatchi Spencer Hong Kong	yu Rewards Club	yu Rewards Club	PHD Hong Kong
E-241-105	HSBC Life – Make Every Day Count	Saatchi & Saatchi Hong Kong	HSBC Life	HSBC Life Well+	PHD Hong Kong
Marketing Innovation Solutions: Customer Experience					
E-277-877	Small Business Drive	TBWA Hong Kong	Inchcape Group Hong Kong	Lexus	
E-284-715	Everyday Gets Better with Emma	Publicis Hong Kong	AXA Hong Kong And Macau	Emma by AXA	StarCom Hong Kong
Positive Change: Environmental – Brands / Non-Profit					
E-261-520	We are Eco-Rich	Havas Hong Kong Havas Media HK	Nan Fung Development Limited	LP10 (Lohas Park Phase 10 Residential Project)	
E-313-140	HSBC Clean Waterways Programme	Grey Advertising Hong Kong Limited	HSBC Hong Kong	HSBC Clean Waterways Programme	PHD Hong Kong
Positive Change: Social Good – Brands / Non-Profit					
E-240-278	New World Development – Mask to GO	MSL Hong Kong	New World Development Company Limited	New World Development	
E-243-494	HSBC Life – Make Every Day Count	Saatchi & Saatchi Hong Kong	HSBC Life	HSBC Life Well+	PHD Hong Kong
E-314-080	HSBC Clean Waterways Programme	Grey Advertising Hong Kong Limited	HSBC Hong Kong	HSBC Clean Waterways Programme	PHD Hong Kong
Topical & Annual Events: Current Events					
E-229-218	Till We Fly Again	Leo Burnett Hong Kong	Cathay Pacific	Till We Fly Again	