



Organized by:

The Association of Accredited
Advertising Agencies of Hong Kong

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For Immediate Release

Effie Hong Kong Awards Announces 2017 Winners

(Hong Kong – 16 June, 2017) 2017 Effie Hong Kong Awards Winners were announced today. 2 Golds, 4 Silvers and 10 Bronzes were presented during the Awards Gala.

Entries were revised in two rounds by a group of executives in advertising and marketing. A total of 16 trophies were delivered today.

Sylvia Lee, Central Marketing, Hang Lung Properties, serving as this year's chairman, said, "I encourage that marketers and agencies continue to reveal simple truths in interesting ways, and submit innovative campaigns to Effie. Not just for recognitions, but also to showcase that creativity in Hong Kong is indeed very much alive and kicking."

Organized by The Association of Accredited Advertising Agencies of Hong Kong (HK4As), it's the 14th year of Effie Hong Kong Awards to celebrate the ideas that work and to recognize the gold standard of effective campaigns.

Hong Kong Effie Winners will be listed in the Global Effie website with all Global Effie Winners as the best Marketing Campaigns under a worldwide Effie Effectiveness Index which ranking identifies and ranks the most effective marketers & brands by analyzing Finalists and Winner data from worldwide Effie competitions.

Both of the 2 Golds went to "Wardrobe Apartment" by BBDO Hong Kong.

The full winners list is enclosed and can also be viewed at the HK4As website :
<http://aaaa.com.hk/main/wp-content/uploads/2017/06/Attachment-1-2017-Hong-Kong-Effie-Awards-List-of-Winners.pdf>

- * Attachment 1: 2017 Hong Kong Effie Awards List of Winners
- * Photo 1: Gold Winner – Society of Community Organisation and BBDO Hong Kong
- * Photo 2: Silver Winner – Nike and Ogilvy & Mather Group Hong Kong
- * Photo 3: Silver Winner – AIA Pension & Trustee Co. Ltd & Hungry Digital Limited
- * Photo 4: Silver Winner – HSBC & Rainbow Lions

More Information about Effie Hong Kong Awards

The Effie Awards was first introduced by the New York American Marketing Association in 1968 and has since become an international marketing communications event being run in 42 countries over 6 regions.

The Effie Award celebrates ideas that work in marketing communications.

HK4As is the official organizer of the internationally acclaimed Effie Awards in Hong Kong since 2004 and has sculptured the award as an industry marker benchmarking international level. Winners are looked up to as beacons of works in the coming year. Judging is very stringent under the direction from Global Effie by a panel of Jury selected from the cream of the marketing & advertising profession which encompasses a mix of Marketers, Clients, Media, Creatives & Academics in a fair distribution to ensure that every discipline of the entry will be vetted and scored. Proof of data from reliable sources is the key factor to the claims of results in the entries which was carefully scrutinized in the judging process. Winning a Hong Kong Effie is highly prized as it is regarded to be on par to an international award.

For more information about the HK4As Effie Hong Kong Awards, visit <http://aaaa.com.hk/main/zh-hant/awards/effie-awards-2017/>

About the HK4As

Established in 1957, the HK4As is managed and run by an Executive Committee and Sub-Committees. Committee members, elected from the senior management of member agencies, deal with issues concerning the future of the advertising industry and the business of member agencies.

There are currently around 28 members which are major advertising agencies sharing common objectives. These include the setting and maintaining of standards of business ethics, enforcing an advertising standards code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and other engaged in the industry.

Notes to the press

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