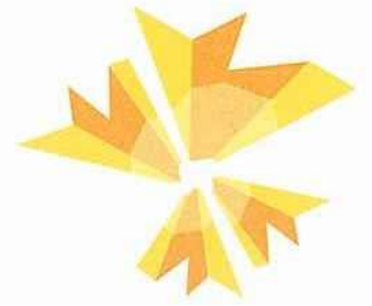


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A-Print					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
A-2-0081	Print - not including Poster - Print Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Street Fighter	Chupa Chups	Cheil Hong Kong	Silver
A-2-0082	Print - not including Poster - Print Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Claw Machine	Chupa Chups	Cheil Hong Kong	Gold
A-2-0083	Print - not including Poster - Print Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Racing Car	Chupa Chups	Cheil Hong Kong	Silver
A-6-0078	Print - not including Poster - Print Single - Automotive	Abandoned Station 1	Volkswagen	Cheil Hong Kong	Bronze
A-6-0079	Print - not including Poster - Print Single - Automotive	Abandoned Station 2	Volkswagen	Cheil Hong Kong	Silver
A-6-0080	Print - not including Poster - Print Single - Automotive	Abandoned Station 3	Volkswagen	Cheil Hong Kong	Bronze
A-13-0084	Print - not including Poster - Print Campaign	Abandoned Stations	Volkswagen	Cheil Hong Kong	Silver
A-13-0129	Print - not including Poster - Print Campaign	Joy Sticks	Chupa Chups	Cheil Hong Kong	Gold
B-Outdoors					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
B-15-0130	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Street Fighter	Chupa Chups	Cheil Hong Kong	Silver
B-15-0131	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Claw Machine	Chupa Chups	Cheil Hong Kong	Gold
B-15-0132	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	Joy Sticks: Racing Car	Chupa Chups	Cheil Hong Kong	Silver
B-19-0133	Outdoors - Poster Single - Automotive	Abandoned Station 1	Volkswagen	Cheil Hong Kong	Bronze
B-19-0134	Outdoors - Poster Single - Automotive	Abandoned Station 2	Volkswagen	Cheil Hong Kong	Silver
B-19-0135	Outdoors - Poster Single - Automotive	Abandoned Station 3	Volkswagen	Cheil Hong Kong	Bronze
B-26-0136	Outdoors - Poster Campaign	Abandoned Stations	Volkswagen	Cheil Hong Kong	Silver
B-26-0137	Outdoors - Poster Campaign	Joy Sticks	Chupa Chups	Cheil Hong Kong	Gold
B-27-0165	Outdoors - Outdoors Campaign - Creative Use of Standard Outdoor Billboard Space	Impossible Ballet	Samsung	Cheil Hong Kong	Silver
C-Film					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
C-43-0085	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	#DearHK	McDonald's Hong Kong	DDB Group Hong Kong	Merit
C-43-0288	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Numbers	The Women's Foundation	Wunderman Thompson Limited	Bronze
C-44-0055	Film - Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign	Pressure Karaoke	Lucozade	Cheil Hong Kong	Silver

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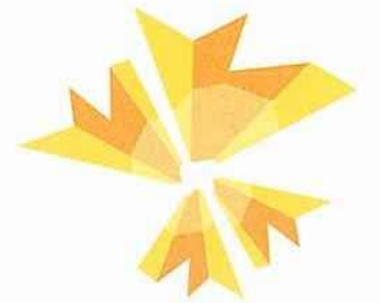
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D-Radio & Audio					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
D-46-0262	Radio & Audio - Radio & Audio Campaign - Radio Commercial Campaign	Voice Navigation	Orbis	Ogilvy Hong Kong	Merit
D-47-0102	Radio & Audio - Radio & Audio Single - Best Use of Audio Platforms	Pressure Karaoke	Lucozade	Cheil Hong Kong	Bronze
E-Digital					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
E-52A-0054	Digital - Branded Games Single - Interactive Gaming Experience	The Cost of Bullying	Samsung	Cheil Hong Kong	Gold
E-53-0391	Digital - Branded Tech Single - Technology Innovation	Connecting Children with Nature	Mitsubishi Electric (Hong Kong)	dentsuMCGARRYBOWEN	Merit
E-53-0436	Digital - Branded Tech Single - Technology Innovation	The Art of Progress	HSBC	MSL	Silver
E-54-0277	Digital - Digital Campaign - Best Digital Campaign	InstaMockExam	Hang Seng Bank	The Bread Digital Limited	Silver
E-56-0166	Digital - Best Live Streaming	Impossible Ballet	Samsung	Cheil Hong Kong	Silver
E-56-0275	Digital - Best Live Streaming	Samsung Galaxy S20 Campaign (Cantopopera)	Samsung	DDB	Merit
F-Social					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
F-58B-0057	Social - Social Single - Social Purpose	The Cost of Bullying	Samsung	Cheil Hong Kong	Gold (Grand Kam Fan)
F-58B-0278	Social - Social Single - Social Purpose	InstaMockExam	Hang Seng Bank	The Bread Digital Limited	Silver
F-58B-0289	Social - Social Single - Social Purpose	Numbers	The Women's Foundation	Wunderman Thompson Limited	Merit
F-58C-0032	Social - Social Single - Real-time Activity / Response	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Merit
F-58D-0033	Social - Social Single - Co-Creation & User Generated Content	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Bronze
F-58E-0433	Social - Social Single - Influencer / Talent	Hong Kong 21s Golden Video Awards	Samsung Galaxy S21	The Bread Digital Limited	Merit
F-58F-0034	Social - Social Single - Innovative Use of Social or Community	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Merit
F-58F-0279	Social - Social Single - Innovative Use of Social or Community	InstaMockExam	Hang Seng Bank	The Bread Digital Limited	Silver
F-58F-0293	Social - Social Single - Innovative Use of Social or Community	Spicy Island	Tamjai Samgor	Madkids Communications Limited	Merit
F-58G-0035	Social - Social Single - Use of Content	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Merit
F-58G-0095	Social - Social Single - Use of Content	Pressure Karaoke	Lucozade	Cheil Hong Kong	Silver
F-59A-0302	Social - Social Video	Changes	Patisserie La Lune	SOCIETY	Silver
F-59A-0448	Social - Social Video	Spicy Facial Mask	Tamjai Samgor	Madkids Communications Limited	Merit

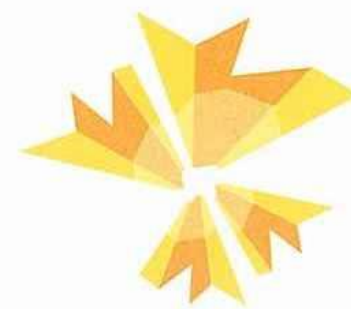
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G-Mobile (*new)					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
G-60-0276	Mobile - Mobile Single - Technology	Samsung Galaxy S20 Campaign (Cantopopera)	Samsung	DDB	Merit
G-64-0096	Mobile - Mobile Single - Games / eSports	The Cost of Bullying	Samsung	Cheil Hong Kong	Gold
G-64-0234	Mobile - Mobile Single - Games / eSports	Pizza Hut x KFC Chicken Popcorn Pizza	Pizza Hut	Ogilvy Hong Kong	Bronze
H-Design & Crafts					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
H-67-0118	Design & Crafts - Design Single - Promotional Item Design	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong	Merit
H-67-0399	Design & Crafts - Design Single - Promotional Item Design	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited	Silver
H-69-0119	Design & Crafts - Design Single - Brand Environments and Space Design	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong	Gold
H-69-0328	Design & Crafts - Design Single - Brand Environments and Space Design	The Art of Progress	HSBC	MSL	Silver
H-70-0156	Design & Crafts - Design Single - Self-Promotion	Space to Create	Foundry 852	Ogilvy Hong Kong	Bronze
H-71-0138	Design & Crafts - Design Single - Advertising Posters Design	Abandoned Stations	Volkswagen	Cheil Hong Kong	Silver
H-71-0143	Design & Crafts - Design Single - Advertising Posters Design	Joy Sticks	Chupa Chups	Cheil Hong Kong	Gold
H-75-0455	Design & Crafts - Design Single - Sound Design	Electrified: Mercedes-Benz EQA Car Show	Mercedes-Benz HK Limited	Isobar Hong Kong	Silver
H-76-0092	Design & Crafts - Design Single - Packaging Design	Foosball Pizza Box	Pizza Hut	Ogilvy Hong Kong	Silver
H-77-0086	Design & Crafts - Design Single - Consumer Product Design	Pizza Hut x IKEA SAVVA	Pizza Hut	Ogilvy Hong Kong	Gold
H-78-0122	Design & Crafts - Design Single - Environment & Social Impact	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong	Silver
H-80-0144	Design & Crafts - Print Crafts Single - Illustration	Joy Sticks	Chupa Chups	Cheil Hong Kong	Gold
H-81-0139	Design & Crafts - Print Crafts Single - Photography	Abandoned Stations	Volkswagen	Cheil Hong Kong	Silver
H-82-0145	Design & Crafts - Print Crafts Single - Computer Generated Imagery, Retouch & Image Manipulation	Joy Sticks	Chupa Chups	Cheil Hong Kong	Gold
H-83-0140	Design & Crafts - Print Crafts Single - Art Direction	Abandoned Stations	Volkswagen	Cheil Hong Kong	Silver
H-83-0146	Design & Crafts - Print Crafts Single - Art Direction	Joy Sticks	Chupa Chups	Cheil Hong Kong	Gold
H-88-0147	Design & Crafts - Film Craft Single - Use of Music	Pressure Karaoke	Lucozade	Cheil Hong Kong	Gold
H-92-0260	Design & Crafts - Copy Crafts Single - Best Film Script (English)	Numbers	The Women's Foundation	Wunderman Thompson Limited	Bronze
H-93-0154	Design & Crafts - Copy Crafts Single - Best Film Script (Chinese)	#DearHK	McDonald's Hong Kong	DDB Group Hong Kong	Merit
H-93-0230	Design & Crafts - Copy Crafts Single - Best Film Script (Chinese)	The Distance	Patisserie La Lune	SOCIETY	Silver
H-93-0303	Design & Crafts - Copy Crafts Single - Best Film Script (Chinese)	Changes	Patisserie La Lune	SOCIETY	Gold



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I-Media

Ref No.	Category	Entry Title	Brand	Entrant	Medal
I-95-0167	Media - Media Single - Best Use of Screens	Impossible Ballet	Samsung	Cheil Hong Kong	Merit
I-98-0087	Media - Media Single - Best Use of Ambient	Pizza Hut x IKEA SAVA	Pizza Hut	Ogilvy Hong Kong	Gold
I-98-0401	Media - Media Single - Best Use of Ambient	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited	Bronze
I-100-0036	Media - Media Single - Best Use of Social Media	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Silver
I-100-0280	Media - Media Single - Best Use of Social Media	InstaMockExam	Hang Seng Bank	The Bread Digital Limited	Gold
I-100-0435	Media - Media Single - Best Use of Social Media	Hong Kong 21s Golden Video Awards	Samsung Galaxy S21	The Bread Digital Limited	Merit
I-101-0308	Media - Media Single - Best Use of Mobile Devices	InstaMockExam	Hang Seng Bank	The Bread Digital Limited	Merit
I-101-0456	Media - Media Single - Best Use of Mobile Devices	Electrified: Mercedes-Benz EQA Car Show	Mercedes-Benz HK Limited	Isobar Hong Kong	Bronze
I-102-0333	Media - Media Single - Best Use of Technology	The Art of Progress	HSBC	MSL	Merit
I-102-0442	Media - Media Single - Best Use of Technology	Spicy Island	Tamjai Samgor	Madkids Communications Limited	Bronze
I-103-0124	Media - Media Single - Best Use of Events	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong	Silver
I-104-0073	Media - Media Single - Best Use of Stunts	Mask to Go	New World Development	Saatchi & Saatchi Hong Kong	Silver
I-104-0149	Media - Media Single - Best Use of Stunts	M Chicken	McDonald's Hong Kong	DDB Group Hong Kong	Bronze
I-104-0190	Media - Media Single - Best Use of Stunts	PEACH-UP Baby Butt	Huggies	Havas Hong Kong	Merit
I-105-0420	Media - Media Single - Best Use of Data Driven Insight	The Intelligent Nature	The LOHAS	Havas Hong Kong	Merit
I-106-0334	Media - Media Single - Best Use of Real Time Data	The Art of Progress	HSBC	MSL	Bronze
I-107-0370	Media - Media Single - Best Use of Data on Targeting	McDonald's App Revamp + Value Double Up Campaign	McDonald's Hong Kong	OMD Hong Kong	Merit
I-108-0363	Media - Media Single - Best use of Branded Content & Sponsorship	Not Just One Brand of Real Beauty	Dove	PHD Hong Kong	Bronze
I-108-0404	Media - Media Single - Best use of Branded Content & Sponsorship	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited	Bronze
I-109-0037	Media - Media Single - Use of Co-creation and User Generated Content	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Silver
I-110-0038	Media - Media Single - Best use of Small Budget (Up to HK\$0.2M Media Spending)	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Bronze
I-110-0191	Media - Media Single - Best use of Small Budget (Up to HK\$0.2M Media Spending)	PEACH-UP Baby Butt	Huggies	Havas Hong Kong	Bronze
I-111-0061	Media - Media Campaign - Best Integrated Media Campaign	Those in the know, know	HSBC Jade	Saatchi & Saatchi Hong Kong	Merit
I-111-0341	Media - Media Campaign - Best Integrated Media Campaign	The FANTastic EURO 2020	Now TV	Havas Hong Kong	Bronze
I-111-0371	Media - Media Campaign - Best Integrated Media Campaign	yu for all	yu Rewards Club	M&C Saatchi Spencer Hong Kong Ltd.	Merit
I-111-0373	Media - Media Campaign - Best Integrated Media Campaign	McDonald's App Revamp + Value Double Up Campaign	McDonald's Hong Kong	OMD Hong Kong	Merit
I-113-0368	Media - Media Campaign - Best Omni-Channel Campaign	McDonald's Big Mac Bacon Rejuvenation Campaign	McDonald's Hong Kong	OMD Hong Kong	Bronze

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J-Promo & Direct					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
J-115-0125	Promo & Direct - Promo & Direct Single - Use of Ambient (Large Physical Scale)	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong	Silver
J-118-0168	Promo & Direct - Promo & Direct Single - Use of Standard Outdoor Space	Impossible Ballet	Samsung	Cheil Hong Kong	Bronze
J-120-0126	Promo & Direct - Promo & Direct Single - Use of Field Marketing & Event	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong	Silver
J-120-0148	Promo & Direct - Promo & Direct Single - Use of Field Marketing & Event	M Chicken	McDonald's Hong Kong	DDB Group Hong Kong	Merit
J-120-0453	Promo & Direct - Promo & Direct Single - Use of Field Marketing & Event	Electrified: Mercedes-Benz EQA Car Show	Mercedes-Benz HK Limited	Isobar Hong Kong	Bronze
J-121-0100	Promo & Direct - Promo & Direct Single - Use of Digital Platform	The Cost of Bullying	Samsung	Cheil Hong Kong	Gold
J-121-0104	Promo & Direct - Promo & Direct Single - Use of Digital Platform	Pressure Karaoke	Lucozade	Cheil Hong Kong	Bronze
J-122-0101	Promo & Direct - Promo & Direct Single - Use of Mobile Marketing and Technology	The Cost of Bullying	Samsung	Cheil Hong Kong	Gold
J-122-0443	Promo & Direct - Promo & Direct Single - Use of Mobile Marketing and Technology	Spicy Island	Tamjai Samgor	Madkids Communications Limited	Bronze
J-123-0039	Promo & Direct - Promo & Direct Single - Use of Social Networks	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Bronze
J-124-0335	Promo & Direct - Promo & Direct Single - Use of Data	The Art of Progress	HSBC	MSL	Bronze
J-125-0089	Promo & Direct - Promo & Direct Single - Use of Product and Package Design	Pizza Hut x IKEA SAVA	Pizza Hut	Ogilvy Hong Kong	Gold
J-127-0093	Promo & Direct - Promo & Direct Single - Dimensional Mailing	Foosball Pizza Box	Pizza Hut	Ogilvy Hong Kong	Bronze
J-129-0040	Promo & Direct - Promo & Direct Single - Co-Creation & User Generated Content	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Bronze
J-130-0336	Promo & Direct - Promo & Direct Single - Use of Technology	The Art of Progress	HSBC	MSL	Silver
J-130-0445	Promo & Direct - Promo & Direct Single - Use of Technology	Spicy Island	Tamjai Samgor	Madkids Communications Limited	Merit
J-131-0090	Promo & Direct - Promo & Direct Campaign - Best Integrated Direct Campaign	Pizza Hut x IKEA SAVA	Pizza Hut	Ogilvy Hong Kong	Silver
K-Integrated					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
K-132-0091	Integrated - Integrated Campaign - Best Integrated Campaign	Pizza Hut x IKEA SAVA	Pizza Hut	Ogilvy Hong Kong	Silver
K-132-0246	Integrated - Integrated Campaign - Best Integrated Campaign	Dove: A Beautiful Crossover	Dove Hong Kong	Secret Tour Hong Kong	Merit

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L-Pivot (*new)					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
L-134-0105	Pivot - Pivot Single - Beverages, Food, Snacks, Confectionery	Pressure Karaoke	Lucozade	Cheil Hong Kong	Silver
L-134-0407	Pivot - Pivot Single - Beverages, Food, Snacks, Confectionery	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited	Bronze
L-140-0127	Pivot - Pivot Single - Retail and Real Estate	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong	Bronze
L-142-0041	Pivot - Pivot Single - Entertainment, Leisure & Travel	#TillWeFlyAgain	Cathay Pacific	Leo Burnett Hong Kong	Bronze
M-Hong Kong Roots					
Ref No.	Category	Entry Title	Brand	Entrant	Medal
M-145-0128	Hong Kong Roots - Hong Kong Roots - Culture Roots	Discover The State Theatre in All of Us	New World Development	Saatchi & Saatchi Hong Kong	Bronze
M-145-0242	Hong Kong Roots - Hong Kong Roots - Culture Roots	ViuTV 2021 Mid-Autumn Festival Image	ViuTV	HK Television Entertainment Company Limited	Silver
M-145-0408	Hong Kong Roots - Hong Kong Roots - Culture Roots	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited	Bronze
M-145-0468	Hong Kong Roots - Hong Kong Roots - Culture Roots	Changes	Patisserie La Lune	SOCIETY	Gold
M-146-0106	Hong Kong Roots - Hong Kong Roots - Music Roots	Pressure Karaoke	Lucozade	Cheil Hong Kong	Merit
M-146-0304	Hong Kong Roots - Hong Kong Roots - Music Roots	Changes	Patisserie La Lune	SOCIETY	Gold
M-146-0393	Hong Kong Roots - Hong Kong Roots - Music Roots	外賣修濃賢	Deliveroo	Noah Workshop Ltd	Merit
M-147-0315	Hong Kong Roots - Hong Kong Roots - Language Roots	More Than Just Food – 點止搵食咁簡單	foodpanda	Curious Few Company Limited	Merit
M-147-0467	Hong Kong Roots - Hong Kong Roots - Language Roots	ZETLAND SEAL FONT	M&C Saatchi Spencer Hong Kong Limited	M&C Saatchi Spencer Hong Kong Ltd.	Merit
M-148-0461	Hong Kong Roots - Hong Kong Roots - Typography Roots	ZETLAND SEAL FONT	M&C Saatchi Spencer Hong Kong Limited	M&C Saatchi Spencer Hong Kong Ltd.	Merit
M-149-0155	Hong Kong Roots - Hong Kong Roots - People Roots	#DearHK	McDonald's Hong Kong	DDB Group Hong Kong	Merit
M-149-0243	Hong Kong Roots - Hong Kong Roots - People Roots	ViuTV 2021 Mid-Autumn Festival Image	ViuTV	HK Television Entertainment Company Limited	Bronze
M-149-0311	Hong Kong Roots - Hong Kong Roots - People Roots	More Than Just Food – 點只搵食咁簡單	foodpanda Hong Kong	Carat Media Services Hong Kong	Silver
M-149-0409	Hong Kong Roots - Hong Kong Roots - People Roots	TamJai Jeh Jeh	TamJai Yunnan Mixian	Hardchi Creative Limited	Bronze

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Media Agency of the Year: OMD

Independent Agency of the Year: SOCIETY

Agency of the Year: Cheil

Client of the Year: Patisserie La Lune

Grand Kam Fan: The Cost of Bullying (Social Single – Social Purpose)