


July 5, 2007

 Presented by  
The Association of Accredited Advertising  
Agencies of Hong Kong  
in association with  
The Hong Kong Advertisers Association

**EFFIE<sup>®</sup>**  
**AWARDS**



**EFFIE<sup>®</sup>**

### **EFFIEs (HONG KONG) PERFORMS IN GLOBAL STANDARD**

4 Gold, 4 Silver and 3 Bronze Awards were presented to EFFIE winners at a gala ceremony held with the theme “Are You EFFIE Enough?”, at the Mandarin Oriental in Central tonight (July 5, 2007). The EFFIE Award is recognized by the marketing industry globally as the pre-eminent award honouring campaigns that demonstrate effectiveness and results. The Hong Kong Association of Accredited Advertising Agencies (HK4As) launched the EFFIEs in Hong Kong in 2004 and is now into its fourth year.

Ian Thubron, the Chairman of the HK4As’ 2007 EFFIE Awards Organizing Committee, and Chief Executive Officer of TBWA Hong Kong, is pleased about the support shown in the industry:

“In HK we are currently in our fourth year. From 28 entries in 2004 to now 36 entries in 2007, we awarded 11 EFFIEs in this year. Quality is more important than quantity, but it would be good to see more entries in 2007.”

Ian Thuborn continued, “The increasing quality of the entries is the thrust of our marketing campaign in 2007. The challenge to Agencies and Clients is simple – Are you EFFIEs enough? Are your campaigns and results worthy of an EFFIE? Can you compete with the best of the best from Hong Kong based on Global standards?”

EFFIE recognizes effectiveness, and with the judging system recognizing local performance based on global standards and quality controls, Ian Thubron indicated:

“The methodology and standards of 2007 EFFIE are global, yet the winners reward performance in the local marketplace. So an EFFIE won in Hong Kong is comparable with an EFFIE won in New York or London.”

The panel of 10 judges, the largest such body in Hong Kong, consisted of client, agency and media and research executives. Helen Pemberton, Director of The Nielsen Company, and who was one of the judges this year commented:

“The development of EFFIE Awards is mature and the identification is very high in the Hong Kong industry. It’s worth supporting because of the comprehensive judging ambit, including the planning on advertising strategies, execution, creativity, marketing research, team cooperation, clients and media management, etc. These encourage the improvement on standard effectively in the industry.”

Helen Pemberton pointed out, “Amount of investment is not the key reason of success; the effectiveness investment strategy and the marketing effectiveness of the advertising campaign are the ingredients for success.”

**Attachment:**

1. List of 2007 EFFIE Awards Winners
2. EFFIE Chairman’s speech
3. EFFIE Fact Sheet

## **EFFIE Awards Background Information**

The EFFIE Awards is a celebration of creative and effective advertising that reinforces teamwork between agency, client and researchers. The award is regarded the most significant award in the advertising/marketing industry as winners are measured by their marketing effectiveness.

The winning advertising campaigns are being judged by their success supported by data and figures, and are measured stringently on the ability to demonstrate partnership between agency and client in the creation, management and building a brand.

This year EFFIE is being organized in Hong Kong for the 4<sup>th</sup> year by the HK4As, and is jointly presented with the 2As (Hong Kong Advertising Association). Its Organizing Committee comprises of representatives from the 2As and other advertising and marketing related bodies. The event will also be supported by a number of corporate and media sponsors.

For further information about the Hong Kong EFFIE Awards, please visit the HK4As website at <http://www.aaaa.com.hk/en/awards/effieAwards/index.php>

## **About the HK4As**

The Association of Accredited Advertising Agents of Hong Kong (the HK4As) is an association of major advertising agents in Hong Kong. The Association's objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry. The Association currently has 17 full members and 4 associate members.

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