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For Immediate Release

2010 HK4As EFFIE Awards – Honoring ideas that work

For the 7th year, the Hong Kong Association of Accredited Advertising Agencies (HK4As) hosted the EFFIE Awards in Hong Kong this evening, awarding three Gold, five Silver and three Bronze Awards*. The gala ceremony was held at the JW Marriott Hotel. The overriding theme for the 2010 EFFIE Awards, *'it takes guts to be effective,'* was about challenging industry conventions. Against a tough and uncertain economic climate, many of today's winners delivered campaigns that drove innovation to achieve results.

Jancu Koenig, the Chairman of the 2010 HK4As EFFIE Committee, said: "The EFFIEs are about honoring ideas that work. Last year many advertisers and agencies had to reach their objectives against a difficult economic backdrop. Tonight's winners came out ahead by driving strong ideas in innovative ways."

As one of the most significant recognitions in the marketing communications industry, the EFFIE Awards focus on achieved results. Media agnostic, they look for proven outcome across the broad spectrum of paid and unpaid channels including activation, digital, direct mail, events, guerrilla, internet, outdoor, package design, PR, radio and TV. Winners are awarded for delivering local results with work evaluated to global standards.

"An EFFIE won in Hong Kong is comparable to an EFFIE won in New York, London or anywhere else in the world," states Koenig.

The EFFIE judging panel** reflects a cross section of the industry: academic, creative, corporate and research. Commenting on this year's entries, judges recognized the effective use of interactive and social media.

"The entrants demonstrated the use of interactive media as one of the efficient ways to market products with a limited budget in a difficult economy and environment. And that shows in a lot of the good marketing campaigns that I saw in this year's entries." said Mr. Clarence Chung of Pfizer Nutrition.

Ms. Anisa Tio of McDonald's Restaurants shared a similar sentiment: "Many of the entrants used Social Media to engage the target customers. Social Media became popular, and we are expecting more new elements on this platform to emerge and to leverage."

This year, 18 finalists were short listed to win a total of 11 awards.

* *Attachment 1: 2010 HK4As EFFIE Awards Winner List*

** *Attachment 2: 2010 HK4As EFFIE Awards List of Judges*

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EFFIE Awards Background Information

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

The winning campaigns are judged 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 of a brand.

The EFFIEs are being organized, administered and hosted in Hong Kong by the HK4As and are jointly presented with the 2A (Hong Kong Advertisers Association). Its committee comprises of representatives from the 2A and other advertising and marketing related bodies. The event is also supported by a number of corporate and media sponsors.

For further information about the Hong Kong EFFIEs, please visit the HK4As website at:

<http://www.aaaa.com.hk/en/awards/effieAwards/index.php>

About the HK4As

The Association of Accredited Advertising Agencies of Hong Kong (the HK4As) is an association of major advertising agencies 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 22 Full Members and 16 Affiliated Members.