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For Immediate Release



2011 HK4As EFFIE Awards – Prove It!

For the 8th year, the Hong Kong Association of Accredited Advertising Agencies (HK4As) hosted the EFFIE Awards in Hong Kong this evening, awarding the Grand EFFIE, five Golds, five Silvers and three Bronzes Awards*. The gala ceremony was held at the JW Marriott Hotel in celebration of agencies and clients that deserve their effort in proving their marketing effectiveness, accentuating this year's theme – "Prove It!".

Sue McCusker, the Chairlady of the HK4As, says "The EFFIEs uphold the spirit of this industry by encouraging agencies and clients to deliver highly effective creative campaigns which drive strong results. This year's EFFIEs have also proven itself to be the most effective one, receiving a record-breaking of 61 entries, an increase of almost 40% of entries from the previous year."

"There are 7 new additional specialty categories this year, which we encourage entrants, big or small, to show themselves in making good use of the media, budgets and ideas. In addition, we conducted a survey among agencies and clients on their views in submitting their work to evaluate its effectiveness. 79.6% of agency respondents and 78.9% of client respondents believe that submitting advertising campaigns to an independent body would encourage agencies or clients to put emphasis not only on creativity but on effectiveness, thus we look forward to seeing more brilliant campaigns in the upcoming EFFIEs."

The EFFIE judging panel reflects a cross section of the industry: creative, corporate and research. Commenting on this year's entries, judges recognized the effective use of the media mix as well as innovation ideas to attract the consumers' attention.

"I was shown with campaigns which possess strong insights and in-depth thinking. The innovation use of media channels and the comprehensive media mix were impressive, and the winning campaigns have outstand themselves in utilizing the characteristics of each channel to spread the message effectively to their target audience. It is through understanding of the specific characteristics of each channel would a great idea be delivered effectively." said Ms. Sylvia Lee of South China Morning Post.

Ms. Rose Yeung of 7-Eleven, another EFFIE judge, believes social media and consumer involvement will become the important factors of a marketing campaign. "The rise in use of social media allows higher involvement of consumer, which turn different marketing activities from one-way communication to more interactive and further develop to lots of excellent marketing campaigns. I believe this will be the trend in future."

This year, 24 finalists were shortlisted to win a total of 14 awards.

* *Attachment 1: 2011 HK4As EFFIE Awards Winners' List*

**Attachment 2: 2011 HK4As EFFIE Awards List of Categories*

**Attachment 3: 2011 HK4As EFFIE Awards List of Judges*

* *Photo 1: 2011 HK4As EFFIE Awards Grand EFFIE Winning Team -Levi's Soundwash*

* Photo 2: 2011 HK4As EFFIE Awards -Celebration for Grand EFFIE

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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 HK2A (Hong Kong Advertisers Association). Its committee comprises of representatives from the HK2A 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 28 Full Members and 22 Affiliated Members.