

## Effie awards fail to produce a Grand Prix

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Hong Kong - Plenty of metal, but no Grand Prix for agencies and marketers at the seventh annual Effie Awards held in Hong Kong last night.



After a year that saw agencies take hefty blows to their creative departments, the Effie Awards last night handed out a total of three Gold awards, five silver and three bronze awards.

While no Grand Effie was awarded this year Grey, OMD, Leo Burnett, DDB and Maxus were widely recognised for their effective work.

Jancu Koenig, chairman of the HK4As Effie committee, said the lack of a Grand Prix winner was not a reflection on the standard of effective work being produced by local agencies, but more a reflection on its tough global creative standards the judging committee had set.

But nevertheless he said 2009 was a tough year for the ad business.

"It's fair to say last year was a tough year and the work the work was done against a very tough backdrop."

"The inclination is to hold back when they should be pushing the limits of creativity, and last night's awards were a reflection of that," he said.

Emily Chow head of marketing at PrimeCredit, which picked up a Gold Effie award, said the relationship built up with its creative agency, Grey, was a key to taking out a Gold Effie award.

"You have to trust each other. The big difference with outstanding campaigns and normal campaigns is trust."

And agencies were today arguing that the Effie awards were good for business.

"An Effie is something we truly value and it demonstrates to our clients that we don't focus on creativity for creativity sake." said Lilian Leong, managing director of Leo Burnett.