

HK4As Effies to honour gutsy marketers



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Hong Kong - At this year's HK4As Effie Awards, the association aims to honour agencies that dared to think different in light of the tough economic environment in 2009.

Jancu Koenig, chairman for the 2010 Effie committee and director in charge for JWT Hong Kong said the theme of this year's HK4As Effie Awards is "It takes guts to be effective" to accentuate the Effie spirit of "who dares wins".

He explained 2009 was a tough year and companies were pressured to achieve their targets with lesser budgets and resources.

Against such a competitive and challenging environment, it is companies that were willing to take risks and break conventions that would achieve results and emerge ahead of its competition, he said.

A campaign developed by JWT with three visuals featuring a man in strait-jacket and a female executive who had eggs thrown at her was rolled out in March this year in print and online via eDMs and banner advertising.

This year, the HK4As received more than 40 entries with 18 finalists that were shortlisted.

Koenig said response for the upcoming event has been very positive and they have invited Magnus Renfrew, director of ART HK, who has been instrumental in building up the international art fair in Hong Kong, as the keynote speaker.

The 2010 HK4As Effie Awards will be held next Tuesday, May 11 at the JW Marriot Hotel Hong Kong.