

Media

HK4As EFFIE Awards attracts the attention of marketers

The 2010 HK4As EFFIE Awards concluded at the JW Marriott hotel in Hong Kong last night. Apart from the admen and women that religiously attend the annual event, Richard Thomas, chairman of HK4As, noted that this year, the clients in almost every category showed up in support of their nominated campaigns.

“Almost everyone came to the show,” Thomas said. “It’s great to see that the clients also see the value in supporting the EFFIE Awards.” He added that the event was initially created to recognise the creative and media agencies’ achievements, but that clients in recent years have also started to catch on to the creative-craze in the city.

The event was well attended by the Hong Kong ad industry to include representative from the 4As, local and independent agencies as well as media owners and telecom providers.

Magnus Renfrew, fair director of the upcoming [ART HK 10](#) exhibition, opened the evening with his keynote speech highlighting that there are over 150 galleries participating in the event this year compared to 120 last year.

Financial services company PrimeCredit, McDonald’s Delivery and Pfizer’s Wyeth Prevenar took home the three gold awards handed out during the show. Five silver and three bronze are also given out to bring the total to 11 EFFIES awarded this year. [Click here for the full list of winners.](#)

Commenting on a Vitasoy brand revamp campaign, which features a group of local twenty-somethings singing the theme song, one of the clients sitting nearby reflected that ‘old tricks never fail, especially if they are good’. People born in the seventies might think of the concept as ‘been there, done that’ but for those born after 1980, the concept is still new and fresh.

Creativity perhaps is like fashion. It recycles every twenty years.

Congratulations to everyone and keep pushing the limit in the coming years.



McDonald's, DDB & OMD, Gold winners



PrimeCredit, Grey & Maxus, Gold winner



Pfizer Wyeth, Leo Burnett & OMD, Gold winner



Gold winners



Jancu Koenig, Director-in-charge
JWT Hong Kong, chairman of
HK4As EFFIE committee



Magnus Renfrew, Fair director of
ART HK 10, Hong Kong
International Art Fair



Bupa & Metta Communications,
Bronze winner



7-Eleven & Leo Burnett, Bronze
winner



Vitasoy, DDB & PHD, Silver winner



Vitasoy, DDB & PHD



Tempo, Publicis & PHD, Silver
winner



PrimeCredit, Grey & Maxus, Gold
winner



Pfizer, Leo Burnett & OMD, Gold
winner





Lisa S, Super model & MC

Bupa & Metta
Communications table



Euro RSCG Table



DraftFCB Hong Kong table



Publicis Hong Kong table



WWF & Leo Burnett, Silver winner



HK4s Effie Awards 2010



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McDonald's, DDB, OMD



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