

Media



HK4As awarded three gold EFFIES in Hong Kong last night

by Jane Leung 12-May-10, 09:01

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HONG KONG - The 2010 HK4As EFFIE Awards concluded in Hong Kong last night with Grey/ Maxus, Leo Burnett/ OMD and DDB Worldwide/ OMD each taking home gold. A further three bronze and five silver awards were given out.

The first gold went to [PrimeCredit Limited's 'Back you up always'](#) campaign. Grey and Maxus Communications created the project in July 2009.

[McDonald's 'Moments delivered'](#) by DDB and OMD in June 2009 won the second gold, while Leo Burnett and OMD took the third gold for Pfizer Corporation Hong Kong's Wyeth Prevenar project titled 'Who's the victim now?!'.

Awards judge Anisa Tio, assistant marketing director at McDonald's Hong Kong, noted that there is an increase in social media usage this year.

The rest of the judging panel included Clarence Chung, general manager nutritionals of Hong Kong at Pfizer Nutrition; Wade Garland, CEO of Hong Kong & Singapore at TNS; Marisa Kwok, general manager of Hong Kong & Macau at Sony Ericsson Mobile Communications International; Jacky Low, sales director of Hong Kong, Taiwan & South Asia at Corbis; Sherriff Luk Ting Kwong, associate professor of department of management & marketing and founder of Asian Centre for Brand Management at Hong Kong Polytechnic University; and creative veteran KC Tsang.

The [HK4As EFFIE Awards](#) celebrates creative and effective advertising in Hong Kong. [Click here for more details of the event.](#)

Full winner list:

Silver

Project: Vitasoy brand revamp

Client: Vitasoy International Holdings Ltd

Agencies: DDB Worldwide / PHD

Project: [Tempo box facial - You only need one](#)

Client: SCA Tissue Hong Kong Limited

Agencies: Publicis Worldwide / PHD

Project: Earth hour

Client: WWF Hong Kong

Agency: Leo Burnett

Project: Pass on your support

Client: GlaxoSmithKline Hong Kong

Agencies: Ogilvy & Mather / MediaCom

Project: Ho ho sik

Client: Airport Authority Hong Kong

Agencies: Euro RSCG / Mindshare

Bronze

Project: [Bu pa](#)

Client: Bupa Asia Ltd

Agency: Metta Communications

Project: Eager for low

Client: IKEA - The Dairy Farm Company Ltd

Agencies: Leo Burnett / Mindshare

Project: [Hang on to your loveable memory](#)

Client: 7-Eleven Hong Kong

Agency: Leo Burnett