

## 2022 Effie Awards Hong Kong – List of Winners

### **Grand Effie**

#### **Topical & Annual Events: Crisis Response / Critical Pivot**

Campaign: Revolutionising NGO funding in HK  
Brand: Share for Good  
Client: New World Development  
Lead Agency: MSL Hong Kong

### **Gold Effie**

#### **Restaurants / Fast Food**

Campaign: A Taste of Togetherness  
Brand: Café de Coral Branding Campaign  
Client: Café de Coral  
Lead Agency 1: dentsumcgarrybowen Hong Kong  
Lead Agency 2: Carat Media Services Hong Kong Limited

#### **Topical & Annual Events: Crisis Response / Critical Pivot**

Campaign: Revolutionising NGO funding in HK  
Brand: Share for Good  
Client: New World Development  
Lead Agency: MSL Hong Kong

## **Silver Effie**

### **Digital: Engaged Community – Products / Services**

Campaign: Revolutionising NGO funding in HK  
Brand: Share for Good  
Client: New World Development  
Lead Agency: MSL Hong Kong

### **Digital: Influencer Marketing**

Campaign: Say Goodbye to Wealth A0  
Brand: HSBC One  
Client: HSBC (Hong Kong)  
Lead Agency: Wunderman Thompson Hong Kong  
Media Partner: PHD Hong Kong

### **Digital: Social Media Marketing**

Campaign: Say Goodbye to Wealth A0  
Brand: HSBC One  
Client: HSBC (Hong Kong)  
Lead Agency: Wunderman Thompson Hong Kong  
Media Partner: PHD Hong Kong

### **General Specialty: Use of Content**

Campaign: MTR's East Rail Line Cross Harbour Extension Anticipation and Branding Campaign  
Brand: East Rail Line Cross Harbour Extension  
Client: MTR Corporation Limited  
Lead Agency 1: Hardchi Creative Limited  
Lead Agency 2: Uth Creative Group

### **Positive Change: Social Good - Brands / Non-Profit**

Campaign: Revolutionising NGO funding in HK  
Brand: Share for Good  
Client: New World Development  
Lead Agency: MSL Hong Kong

## **Bronze Effie**

### **Banking and Financial Services**

Campaign: PayMe - CNY E-laisee  
Brand: HSBC PayMe  
Client: The Hongkong and Shanghai Banking Corporation Limited  
Lead Agency: Ogilvy Hong Kong

### **Beauty / Fragrance / Personal Care**

Campaign: Rejuvenating the Darlie Brand for a New Era  
Brand: Darlie Toothpaste  
Client: Hawley & Hazel Asia Investment Company Limited  
Lead Agency: Narrow Door

### **Insurance**

Campaign: Choose to have a choice in retirement  
Brand: Retirement Solution  
Client: Manulife Hong Kong  
Lead Agency: dentsumcgarrybowen Hong Kong  
Media Partner: iProspect (Hong Kong)

Campaign: When it comes to your health, No More Excuses  
Brand: AXA WiseGuard Pro Medical Insurance Plan  
Client: AXA Hong Kong  
Lead Agency: Publicis Worldwide Limited  
Media Partner: Starcom (Hong Kong)

### **Real Estate Agents / Real Estate Developments**

Campaign: Revolutionising NGO funding in HK  
Brand: Share for Good  
Client: New World Development  
Lead Agency: MSL Hong Kong

Campaign: State Theatre Reborn  
Brand: State Theatre Reborn  
Client: New World Development  
Lead Agency: MSL Hong Kong

### **Restaurants / Fast Food**

Campaign: The MIRROR Meal  
Brand: Crispy Thighs  
Client: MHK Restaurants Ltd.  
Lead Agency: DDB Group Hong Kong  
Media Partner: OMD Hong Kong

### **Supermarkets / Shops and Stores / Retail / Etail**

Campaign: yuu to me is INCREDIBLE!  
Brand: yuu to me online shopping platform (yuu App)  
Client: DFI Retail Group  
Lead Agency 1: M&C Saatchi Spencer  
Lead Agency 2: PHD Hong Kong  
Contributing Company 1: Kids & Dogs Limited  
Contribution Company 2: Tag Worldwide Asia Limited

### **Business Challenges: Corporate Reputation**

Campaign: MTR's East Rail Line Cross Harbour Extension Anticipation and Branding Campaign  
Brand: East Rail Line Cross Harbour Extension  
Client: MTR Corporation Limited  
Lead Agency 1: Hardchi Creative Limited  
Lead Agency 2: Uth Creative Group

### **Digital: Influencer Marketing**

Campaign: OLAY HK ProX 2022  
Brand: ProX Spot Fading Essence  
Client: Procter & Gamble Hong Kong  
Lead Agency: Grey Advertising Hong Kong Limited

Campaign: The MIRROR Meal  
Brand: Crispy Thighs  
Client: MHK Restaurants Ltd.  
Lead Agency: DDB Group Hong Kong  
Media Partner: OMD Hong Kong

### **Digital: Social Media Marketing**

Campaign: MTR's East Rail Line Cross Harbour Extension Anticipation and Branding Campaign  
Brand: East Rail Line Cross Harbour Extension  
Client: MTR Corporation Limited  
Lead Agency 1: Hardchi Creative Limited  
Lead Agency 2: Uth Creative Group

### **General Specialty: Use of Content**

Campaign: State Theatre Reborn  
Brand: State Theatre Reborn  
Client: New World Development  
Lead Agency: MSL Hong Kong

### **Marketing Innovation Solutions: Business / Product / Service Innovation**

Campaign: Revolutionising NGO funding in HK  
Brand: Share for Good  
Client: New World Development  
Lead Agency: MSL Hong Kong

### **Media: Media Idea**

Campaign: When it comes to your health, No More Excuses  
Brand: AXA WiseGuard Pro Medical Insurance Plan  
Client: AXA Hong Kong  
Lead Agency: Publicis Worldwide Limited  
Media Partner: Starcom (Hong Kong)

## **Merit Effie**

### **Banking and Financial Services**

Campaign: HSBC Well+: Unlock True Wellness  
Brand: HSBC Well+  
Client: HSBC Life  
Lead Agency: Grey Group Hong Kong  
Media Partner: PHD Hong Kong

Campaign: PayMe - Hong Kong's Wallet  
Brand: HSBC PayMe  
Client: The Hongkong and Shanghai Banking Corporation Limited  
Lead Agency: Ogilvy Hong Kong

Campaign: Take It Easy  
Brand: Octopus  
Client: Octopus Cards Limited  
Lead Agency: DDB Group Hong Kong  
Media Partner: OMD (Hong Kong)

### **Fast Moving Consumer Goods**

Campaign: Enfa A+ NeuroPro  
Brand: Enfa A+ NeuroPro  
Client: MeadJohnson  
Lead Agency: Publicis Worldwide Limited

### **Telecom & Internet Services / Media & Home Entertainment / Electronics**

Campaign: "csl. 5G x MIRROR – Experience the World Differently"  
Campaign  
Brand: "csl. 5G x MIRROR – Experience the World Differently"  
Campaign  
Client: CSL Mobile Limited  
Lead Agency 1: Uth Creative Group  
Lead Agency 2: CruiSo Digital Solutions Limited  
Contributing company: Gusto Collective

### **Travel / Tourism / Recreational / Leisure Facilities**

Campaign: Ocean Park Water World  
Brand: Ocean Park Water World  
Client: Ocean Park Corporation  
Lead Agency: dentsu X

**Business Challenges: Sustained Success – Non-Profits / Products / Services**

Campaign: yuu-niverse  
Brand: yuu  
Client: DFI Retail Group  
Lead Agency 1: M&C Saatchi Spencer  
Lead Agency 2: PHD Hong Kong  
Contributing Company 1: Kids & Dogs Limited  
Contribution Company 2: Tag Worldwide Asia Limited

**Consumer & Shopper: Crisis Response / Critical Pivot**

Campaign: Rejuvenating the Darlie brand for a New Era  
Brand: Darlie Toothpaste  
Client: Hawley & Hazel Asia Investment Company Limited  
Lead Agency: Narrow Door

**Commerce & Shopper: New Product / Service Introduction**

Campaign: livi PayLater - For Life's Aspirations  
Brand: livi PayLater  
Client: livi Bank  
Lead Agency: DDB Group Hong Kong

**Digital: Engaged Community – Products / Services**

Campaign: csl. 5G x MIRROR - Experience the World Differently  
Brand: csl. 5G  
Client: CSL Mobile Limited  
Lead Agency 1: Cruiso Digital Solutions  
Lead Agency 2: Uth Creative Group  
Contributing company: Gusto Collective

**Digital: Influencer Marketing**

Campaign: Rejuvenating the Darlie brand for a New Era  
Brand: Darlie Toothpaste  
Client: Hawley & Hazel Asia Investment Company Limited  
Lead Agency: Narrow Door

**General Specialty: Experiential Marketing – Live / Digital / Live & Digital**

Campaign: csl. 5G x MIRROR - Experience the World Differently  
Brand: csl. 5G  
Client: CSL Mobile Limited  
Lead Agency 1: CruiSo Digital Solutions  
Lead Agency 2: Uth Creative Group  
Contributing company: Gusto Collective

**General Specialty: Use of Content**

Campaign: "csl. 5G x MIRROR – Experience the World Differently"  
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Brand: "csl. 5G x MIRROR – Experience the World Differently"  
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