

Honouring Intelligent Ideas that Work

2022 Effie Awards Hong Kong - List of Finalists



Category	Entry Title	Lead Agency	Client	Brand	Contributing Agency/ Media Partner
Entry No.					
Industry Categories					
Banking and Financial Services					
E-401-493	PayMe - Hong Kong's Wallet	Ogilvy Hong Kong	The Hongkong and Shanghai Banking Corporation Limited	HSBC PayMe	
E-404-170	PayMe - CNY E-laisee	Ogilvy Hong Kong	The Hongkong and Shanghai Banking Corporation Limited	HSBC PayMe	
E-418-425	Take It Easy	DDB Group Hong Kong	Octopus Cards Limited	Octopus	OMD (Hong Kong)
E-477-295	HSBC Well+: Unlock True Wellness	Grey Group Hong Kong	HSBC Life	HSBC Well+	PHD Hong Kong
Beauty / Fragrance / Personal Care					
E-390-612	Rejuvenating the Darlie Brand for a New Era	Narrow Door	Hawley & Hazel Asia Investment Company Limited	Darlie Toothpaste	
Fast Moving Consumer Goods					
E-426-331	Enfa A+ NeuroPro	Publicis Worldwide Limited	MeadJohnson	Enfa A+ NeuroPro	
Insurance					
E-370-981	When it comes to your health, No More Excuses	Publicis Asia	AXA Hong Kong	AXA WiseGuard Pro Medical Insurance Plan	Starcom (Hong Kong)
E-466-331	Choose to have a choice in retirement	dentsumcgarrybowen Hong Kong	Manulife Hong Kong	Retirement Solution	iProspect (Hong Kong)

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Industry Categories					
Real Estate Agents / Real Estate Developments					
E-439-814	State Theatre Reborn	Manning Selvage & Lee Hong Kong	New World Development	State Theatre Reborn	
E-458-543	Revolutionising NGO funding in HK	Manning Selvage & Lee Hong Kong	New World Development	Share for Good	
Restaurants / Fast Food					
E-424-112	A Taste of Togetherness	dentsumcgarrybowen Hong Kong Carat Media Services Hong Kong Limited	Café de Coral	Café de Coral Branding Campaign	
E-436-715	The MIRROR Meal	DDB Group Hong Kong	MHK Restaurants Ltd.	Crispy Thighs	OMD Hong Kong
Supermarkets / Shops and Stores / Retail / Etail					
E-432-175	yuu to me is INCREDIBLE!	M&C Saatchi Spencer PHD Hong Kong	DFI Retail Group	yuu to me online shopping platform (yuu App)	Kids & Dogs Limited Tag Worldwide Asia Limited
Telecom & Internet Services / Media & Home Entertainment / Electronics					
E-387-083	“csl. 5G x MIRROR – Experience the World Differently” Campaign	Uth Creative Group Cruiso Digital Solutions Limited	CSL Mobile Limited	“csl. 5G x MIRROR – Experience the World Differently” Campaign	Gusto Collective
Travel / Tourism / Recreational / Leisure Facilities					
E-417-952	Ocean Park Water World	dentsu X	Ocean Park Corporation	Ocean Park Water World	

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Specialty Categories					
Business Challenges: Corporate Reputation					
E-489-366	MTR's East Rail Line Cross Harbour Extension Anticipation and Branding Campaign	Hardchi Creative Limited Uth Creative Group	MTR Corporation Limited	East Rail Line Cross Harbour Extension	
Business Challenges: Sustained Success - Non-Profits / Products / Services*					
E-476-322	yuu-niverse	M&C Saatchi Spencer PHD Hong Kong	DFI Retail Group	yuu	Kids & Dogs Limited Tag Worldwide Asia Limited
Commerce & Shopper: Crisis Response / Critical Pivot					
E-400-141	Rejuvenating the Darlie brand for a New Era	Narrow Door	Hawley & Hazel Asia Investment Company Limited	Darlie Toothpaste	
Commerce & Shopper: New Product / Service Introduction					
E-402-298	livi PayLater - For Life's Aspirations	DDB Group Hong Kong	livi Bank	livi PayLater	
Digital: Engaged Community - Products / Services					
E-376-421	csl. 5G x MIRROR - Experience the World Differently	Cruiso Digital Solution Uth Creative Group	CSL Mobile Limited	csl. 5G	Gusto Collective
E-460-582	Revolutionising NGO funding in HK	Manning Selvage & Lee Hong Kong	New World Development	Share for Good	
Digital: Influencer Marketing					
E-398-208	Rejuvenating the Darlie Brand for a New Era	Narrow Door	Hawley & Hazel Asia Investment Company Limited	Darlie Toothpaste	
E-443-294	The MIRROR Meal	DDB Group Hong Kong	MHK Restaurants Ltd.	Crispy Thighs	OMD Hong Kong
E-495-266	OLAY HK ProX 2022	Grey Advertising Hong Kong Limited	Procter & Gamble Hong Kong	ProX Spot Fading Essence	
E-497-827	Say Goodbye to Wealth A0	Wunderman Thompson Hong Kong	HSBC (Hong Kong)	HSBC One	PHD Hong Kong

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Specialty Categories					
Digital: Social Media Marketing					
E-491-226	MTR's East Rail Line Cross Harbour Extension Anticipation and Branding Campaign	Hardchi Creative Limited Uth Creative Group	MTR Corporation Limited	East Rail Line Cross Harbour Extension	
E-496-622	Say Goodbye to Wealth A0	Wunderman Thompson Hong Kong	HSBC (Hong Kong)	HSBC One	PHD Hong Kong
General Specialty: Experiential Marketing - Live / Digital / Live & Digital					
E-375-228	csl. 5G x MIRROR - Experience the World Differently	Cruiso Digital Solutions Uth Creative Group	CSL Mobile Limited	csl. 5G	Gusto Collective
General Specialty: Use of Content					
E-388-466	"csl. 5G x MIRROR – Experience the World Differently" Campaign	Uth Creative Group Cruiso Digital Solutions Limited	CSL Mobile Limited	"csl. 5G x MIRROR – Experience the World Differently" Campaign	Gusto Collective
E-453-925	State Theatre Reborn	Manning Selvage & Lee Hong Kong	New World Development	State Theatre Reborn	
E-488-512	MTR's East Rail Line Cross Harbour Extension Anticipation and Branding Campaign	Hardchi Creative Limited Uth Creative Group	MTR Corporation Limited	East Rail Line Cross Harbour Extension	
Marketing Innovation Solutions: Business / Product / Service Innovation					
E-457-435	Revolutionising NGO funding in HK	Manning Selvage & Lee Hong Kong	New World Development	Share for Good	
Media: Media Idea					
E-408-044	When it comes to your health, No More Excuses	Publicis Asia	AXA Hong Kong	AXA WiseGuard Pro Medical Insurance Plan	Starcom (Hong Kong)
Positive Change: Social Good - Brands / Non-Profit					
E-463-825	Revolutionising NGO funding in HK	Manning Selvage & Lee Hong Kong	New World Development	Share for Good	
Topical & Annual Events: Crisis Response / Critical Pivot					
E-464-705	Revolutionising NGO funding in HK	Manning Selvage & Lee Hong Kong	New World Development	Share for Good	