

## Attachment 1 2014 HK4As Effie Awards Winners' List

### Grand Effie

Category: Supermarkets / Restaurants / Fast Food / Shops and Stores

#### **From CNY to WNY: Making the Most of the New Year**

Brand: McDonald's

Client: McDonald's Restaurants (HK) Ltd

Agency: DDB Group Hong Kong, OMD Hong Kong

### Gold

Category: Fast Moving Consumer Goods (FMCG)

#### **ARE U SURE?**

Brand: Abbott Pediasure

Client: Abbott Laboratories Limited

Agency: Leo Burnett Limited, ZenithOptimedia

### Gold

Category: Supermarkets / Restaurants / Fast Food / Shops and Stores

#### **From CNY to WNY: Making the Most of the New Year**

Brand: McDonald's

Client: McDonald's Restaurants (HK) Ltd

Agency: DDB Group Hong Kong, OMD Hong Kong

### Gold

Category: The Brand Experience

#### **The Orange Beach**

Brand: Dettol

Client: Reckitt Benckiser Hong Kong Limited

Agency: Havas Worldwide Hong Kong

### Gold

Category: Media Idea

#### **Two Thoughts One Goal**

Brand: Wyeth Materna

Client: Wyeth Nutrition

Agency: OMD Hong Kong, Wunderman | AGENDA (Hong Kong) Limited

### **Silver**

Category: Health / Beauty / Personal Care / Hygienic Products

#### **Durex PERFORMAN**

Brand: Durex

Client: Reckitt Benckiser

Agency: PHD Hong Kong, KITCHEN

### **Silver**

Category: Travel / Tourism

#### **fanfares Birthday Bonanza**

Brand: Cathay Pacific

Client: Cathay Pacific Airways Limited

Agency: McCann-Erickson (HK) Ltd.

### **Silver**

Category: Media Innovation

#### **See the world at home**

Brand: Wyeth Gold

Client: Wyeth Nutrition

Agency: OMD Hong Kong, TBWA\Hong Kong

### **Bronze**

Category: Recreational / Leisure Facilities

#### **Disney's Haunted Halloween – Scream No More Challenge**

Brand: Hong Kong Disneyland

Client: Hong Kong Disneyland Resort

Agency: Mindshare Hong Kong Limited

### **Bronze**

Category: Supermarkets / Restaurants / Fast Food / Shops and Stores

#### **7-Eleven Fast Food, Great to Eat, Great to Snap!**

Brand: 7-Eleven

Client: The Dairy Farm Company, Limited

Agency: Leo Burnett Limited, ZenithOptimedia

### **Bronze**

Category: Media Innovation

#### **From CNY to WNY: Making the Most of the New Year**

Brand: McDonald's

Client: McDonald's Restaurants (HK) Ltd

Agency: DDB Group Hong Kong, OMD Hong Kong

### **Bronze**

Category: Media Idea

#### **The Orange Beach**

Brand: Dettol

Client: Reckitt Benckiser Hong Kong Limited

Agency: Havas Worldwide Hong Kong

### **Bronze**

Category: Media Idea

#### **Turning Hong Kong into the Biggest McDonald's Monopoly Game Board**

Brand: McDonald's Restaurants (Hong Kong) Limited

Client: McDonald's Restaurants ( Hong Kong ) Limited

Agency: OMD Hong Kong, DDB Group Hong Kong

### **Merit**

Category: Apparel

#### **"Unite All Originals" Hong Kong Consumer Activation**

Brand: adidas Hong Kong

Client: adidas Hong Kong Limited

Agency: TBWA\Hong Kong, AllRightsReserved

### **Merit**

Category: Banking and Financial Services / Insurance

#### **RetireSimple**

Brand: Manulife (International) Limited

Client: Manulife (International) Limited

Agency: DDB Group Hong Kong, PHD Hong Kong

### **Merit**

Category: Fast Moving Consumer Goods (FMCG)

#### **Nestlé – Pak Fook 100 Recipes Wanted**

Brand: Nestlé Pak Fook

Client: Nestle Hong Kong

Agency: McCann Worldgroup Hong Kong

**Merit**

Category: Health / Beauty / Personal Care / Hygienic Products

**From Harshness to Radiance**

Brand: Dettol

Client: Reckitt Benckiser Hong Kong Limited

Agency: Havas Worldwide Hong Kong

**Merit**

Category: Health / Beauty / Personal Care / Hygienic Products

**Two Thoughts One Goal**

Brand: Wyeth Materna

Client: Wyeth Nutrition

Agency: OMD Hong Kong, Wunderman | AGENDA (Hong Kong) Limited

**Merit**

Category: Pharmaceuticals / Medical Care

**Love In A World With No Third Party**

Brand: Pfizer Harmonet

Client: Pfizer Corporation Hong Kong Limited

Agency: Leo Burnett Limited, Mindshare Hong Kong

**Merit**

Category: Supermarkets / Restaurants / Fast Food / Shops and Stores

**KFC Value Platform "Streetwise"**

Brand: KFC Hong Kong

Client: Birdland (Hong Kong) Limited

Agency: Ogilvy & Mather Advertising Hong Kong

**Merit**

Category: Good Works

**STOP THE HAUNT**

Brand: AIDS Concern

Client: AIDS Concern

Agency: TBWA \ Hong Kong

**Merit**

Category: Good Works

**NFC Charity Stickers**

Brand: Hong Kong Committee for UNICEF

Client: Hong Kong Committee for UNICEF

Agency: Cheil Hong Kong Limited

**Merit**

Category: Good Works

**Trade Away Darkness**

Brand: Project ORBIS International

Client: ORBIS

Agency: Ogilvy & Mather Advertising Hong Kong

**Merit**

Category: Small Budgets

**Vote Ruby**

Brand: WWF-Hong Kong

Client: WWF-Hong Kong

Agency: Ogilvy & Mather Group, Hong Kong

**Merit**

Category: Sustained Success (2 years)

**EPS iDO**

Brand: EPS

Client: EPS

Agency: Lowe Hong Kong, MindShare Hong Kong

**Merit**

Category: Media Idea

**NFC Charity Stickers**

Brand: Hong Kong Committee for UNICEF

Client: Hong Kong Committee for UNICEF

Agency: Cheil Hong Kong Limited