



Oct 26, 2014 APAC

## 2014 Effie Greater China Gala

106 effective cases were awarded at Effie Greater China's 2014 Gala, which took place on Sunday, October 26<sup>th</sup> at the Guiyang International Eco-conference Center as part of the 2014 annual Festival. The event attracted over 600 marketing and advertising professionals from across the region.

Winners of 22 products and services categories and 8 specialty categories were awarded.

Gold Effies were presented to: Cheil Pentai and Samsung for their case, "Samsung UHD TV-Discover True Detail"; Baidu and Charm for "Baidu App— 'Let every score has meaning' entrance marketing project"; Harbour City Estates Limited for "Rubber Duck Joy to the World Campaign"; Publicis and Tencent for "The Voice Donor"; BBDO and Starbucks for "Look Up Movement"; BBH and WWF for "The Digital Earth Hour: Reaching Millions of People in One Hour"; Ogilvy and Volkswagen for "Eyes on Road"; Verawom and Avon for "Avon 'Over natural collection, the critical moment' ", and 19 other entries.

There was no Grand Effie winner this year.

For more information on Effie Greater China's 2014 Festival, please visit [Effie Greater China's website](#).

About Effie Worldwide Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).