



Jun 14, 2018 Korea

## Busan Metropolitan Police Agency & Cheil Worldwide win the Grand Effie Award for “Stop Downloadkill” at the 5th Effie Awards Korea

At the 5th Effie Awards Korea (“Effie Korea”) held on June 14 at The Plaza in Seoul, ‘Stop Downloadkill’ by the Busan Metropolitan Police Agency and Cheil Worldwide won the highest honor of Grand Effie, in the ‘public interest, non-profit’ category.

During the main round of judging held at the headquarters of Cheil Worldwide on June 25, ‘Stop Downloadkill’, a campaign established to crack down on hidden camera-related sex crimes that are on the rise in Korea, is said to have won by a large margin. The campaign was created under the assumption that the distribution of film from hidden cameras forms its own market, and that both the demand and supply need to be tackled. The campaign features a fake hidden camera film created against various backdrops including subways, motels, public toilets and changing rooms, where the female character suddenly turns into a monster, triggering horror in the viewers. Over the two months during which the campaign was in place on the online voyeur video black market, the distribution of illegal hidden camera shots dropped by 21% and the campaign video itself reached over five million citizens through major nationwide channels. This culminated in a bill in November 2017 that outlawed hidden cameras.

Effie Awards Korea, which recognizes marketing communications effectiveness, marks its 5th anniversary this year. Launched in the U.S. in 1968, Effie runs programs in over 45 countries, including 20+ European countries. Unlike other marketing awards that focus on the creative aspect, Effie Awards value results - the

setting of challenging goals and execution of efficient ideas.

CEO of BC Card and head of the review committee Munhwan Lee commented, "We reviewed all works that were submitted, including those in the field of new media, digital and design. Reviews were focused on a combination of factors, such as creative strategy and execution, as well as the success of the campaign itself."

'Happy Bus Day' by Incheon Metropolitan City & Overman, and 'Condensing is the answer' by Kyungdong Navien & HSAd, won the Gold and Silver in two categories, respectively.

'Chimmelier Test' by Woowa Brothers & Baedalminjok and 'The Next Big Thing' by New Balance & visual-factory were awarded Silver, while the Bronze were given to 'Water Lens Campaign' by Alcon Dailies Total 1 & Phoenix Communications, 'Uncomfort Women Project' by The Korean Council for the Women Drafted for Military Sexual Slavery by Japan & HSAd, 'Emart Molly's Pet Shop Hood House' by Emart Molly's Pet Shop & Cheil Worldwide, 'Natural Plus Sunstick Campaign' by AHC & TBWA KOREA, and 'Shackleton's Return' by Hyundai Motor Company & Innocean Worldwide. 'A ticket to Spain' by Korean Air & HSAd, in particular, was given the Bronze in two categories.

Head of the Executive Committee Eunyoung Han (Professor of Media and Broadcasting at Sungkyunkwan University) commented that "the works submitted were of world-class level, bringing great insight into what makes a campaign successful. I hope these outstanding works are registered with the Effie Index to promote Korea's status in the global creativity market."

A full list of the winners and finalists of the 2018 Effie Awards Korea can be found below and on the [Effie Korea website](#).

Inquiries: Effie Korea Secretariat (070-7727-1327, [info@effie.kr](mailto:info@effie.kr))

#### Winners & Finalists:

##### GRAND EFFIE

Public Interest – Nonprofit  
Stop Downloadkill  
Busan Metropolitan Police Agency  
Cheil Worldwide

##### GOLD

Small Budget  
HAPPY BUS DAY  
INCHEON METROPOLITAN CITY  
OVERMAN

Furniture / Interior  
Condensing is the answer  
Kyungdong Navien  
HSAd

##### SILVER

Brand Experience  
Chimmelier Test  
Woowa brothers  
Baedalminjok

Local Campaign  
HAPPY BUS DAY  
INCHEON METROPOLITAN CITY  
OVERMAN

Brand Revitalization  
THE NEXT BIG THING  
NEW BALANCE

visual-factory

Brand Revitalization  
Condensing is the answer  
Kyungdong Navien  
HSAAd

## BRONZE

Pharmaceuticals / Healthcare  
Water Lens Campaign  
Alcon Dailies Total 1  
Phoenix Communications

Media Innovation  
A ticket to Spain  
Korean Air  
HSAAd

GoodWorks-Non-Profit  
UNCOMFORT WOMEN PROJECT  
The Korean Council for the Women Drafted for Military Sexual Slavery by Japan  
HSAAd

Public Interest - Nonprofit  
Emart Molly's Pet Shop Hood House  
Emart Molly's Pet Shop  
Cheil Worldwide

Brand Experience  
A ticket to Spain  
Korean Air  
HSAAd

Cosmetics and daily consumer goods  
Natural Plus Sunstick Campaign  
AHC  
TBWA KOREA

Digitally Led Ideas  
Shackleton's Return  
Hyundai Motor Company  
Innocean Worldwide

## FINALISTS

Media Innovation  
Stop Downloadkill  
Busan Metropolitan Police Agency  
Cheil Worldwide

Food  
Enjoy Your Pizza with OTTOGI  
OTTOGI PIZZA  
ADRICH Communication Inc

Distribution and e-distribution  
G-market  
Ebay Korea G market  
Cheil Worldwide

Furniture / Interior  
Allerman Branding Campaign  
Allerman

HSAAd

Media Innovation  
HAPPY BUS DAY  
INCHEON METROPOLITAN CITY  
OVERMAN

David & Goliath  
Allerman Branding Campaign  
Allerman  
HSAAd

Media Partnership Activation  
Dear My Glass Tinting Lips-Talk Campaign  
Etude House  
BBDO KOREA

Finance, Insurance & Securities  
KakaoTalk Free Money Transfer Campaign  
Kakaopay  
TBWA KOREA

Finance, Insurance & Securities  
Winter Season Marketing  
BC Card  
Hancomm

Automotive, auto parts, accessories and oils  
The Meticulous Grandpa  
Chevrolet Spark  
Cheil Worldwide

Brand Experience  
Shackleton's Return  
Hyundai Motor Company  
Innocean Worldwide

Seasonal Marketing  
The Happiest Country for Arbeiter, Albachunkuk  
Albachunkuk  
HSAAd

Seasonal Marketing  
Condensing is the answer  
Kyungdong Navien  
HSAAd

Computer/info-communications  
LG Gram changes the rule for ultra light laptops from weight to time  
LG All Day GRAM  
Directors company

Small Budget  
Aveeno Baby #Oatmeal-Bath-Treatment Campaign  
Aveeno Baby  
Universal McCann Korea

Small Budget  
Happier days ahead  
Lotte Mart  
Daehong Communications

Brand Revitalization  
VALUE UP GONGCHA

GONGCHA  
OVERMAN

Sustained Success  
Half of a pair  
Mizuno Sports  
OVERMAN

Digitally Led Ideas  
2017 YouTube Red campaign  
YouTube Red  
TBWA KOREA