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2024 Effie Award Korea Winners Announced

McDonald's Korea's 'Taste of Korea - Good Job, Well Done with McDonald's' Clinches Coveted Grand Effie Award

KOREA -- 2024 Effie Award Korea, the award show recognizing the most representative local campaigns, has unveiled 62 winners.

The Effie Awards, established in 1968 in the United States, is one of the most prestigious global awards celebrating and evaluating effective marketing campaigns and the marketers behind them. Currently, it operates over 55 programs across 125 countries. Among these, Effie Korea has been held annually since 2014, focusing on evaluating the strategies and outcomes of local marketing campaigns to underscore the significance of marketing efficiency in the industry.

This year's judging panel includes Ae-ri Park, CEO of HSAD; Su-kil Lim, VP at SK Innovation; and Gun-young Jung, CEO of AdQUA-interactive, along with over 100 marketing experts from diverse fields such as advertising, digital, media, and PR.

All 62 finalists have been selected, including those announced last May. They are categorized into the prestigious Grand Effie, which represents the highest honor, along with Gold, Silver, and Bronze awards. This year, the Grand Effie was awarded to McDonald's Korea for the campaign 'Taste of Korea - Good Job, Well Done with McDonald's' created by Leo Burnett. This campaign focused on sourcing spring onions from Jin-do, which accounts for over 30% of the nation's winter spring onion production, by launching the 'Jin-do Spring Onion Burger.' The initiative aimed to boost local farmers' incomes and invigorate the local economy.

By leveraging local specialties and cultural heritage, the campaign successfully continued the loconomy

trend (local + economy) and received accolades for 'Reviving the local agricultural scene and enhancing product reputation.' It was praised as an excellent example of brand activism, where a brand actively engages with social issues and takes meaningful action, ultimately leading to its win of the Grand Effie.

In addition, several noteworthy campaigns have been recognized this year. A TWOSOME PLACE launched the impressive seasonal cake campaign titled 'The Cake That Has a Name (TBWA KOREA), effectively establishing its brand identity as a leading dessert café. Hyundai Motor Company showcased its commitment to reliability and service with the campaign 'The Nameless Car (INNOCEAN), highlighting the vital roles played by its trucks and buses in communities across the nation.

Binggrae's campaign 'Heroes Belated Graduation (Dminusone), utilized AI technology to restore historic photos of student independence activists who had to abandon their studies due to unjust punishments during the independence movement, drawing attention to this poignant chapter in history. MUSINSA's 'BACKGROUND DONATION (INNOCEAN), connected local older merchants with young consumers by featuring the merchant shops as backdrops for fashion photos, creating a unique blend of community and commerce.

Lastly, Hana Bank's 'MoneyDream (the.WATERMELON)' addressed the issue of paper waste recycling by producing upcycled goods from wastepaper, encouraging consumer participation and exemplifying its commitment to ESG management. These innovative campaigns have all secured spots on the winners' list this year.

Total 10 Silver winners have selected like KB Life's 'be myself; beautify my life (CHAI communication), KOREA TOURISM ORGANIZATION's 'WHAT IF (VINCENT VAN GOGH) VISITED KOREA (HSAD), CoCa-Cola Korea Company's '2023 Coca-Cola Zero Campaign (Dentsu Holdings Korea Co., Ltd.), SPC Samlip's 'A half-and-half-hopang campaign (Overman), KOREAN POST's 'MAIL OLD MEDS (INNOCEAN), Asiana Airlines 'Love Earth by Flight (TBWA KOREA), 11Street Co., Ltd.'s 'Receive it in just one day! 11Street Shooting Delivery (Overman), Jobkorea's 'JOBKOREA IS NOW JOBKOREA-ING (Cheil Worldwide),.

Total 11 Bronze award like teamsparta's 'Hunmincoding (Cheil Worldwide), Jobkorea's 'Albamon's summer challenge (Cheil Worldwide), Focus Media Korea's 'MUMMUM Indoor Shoes (FOCUSMEDIAKOREA), SK enmove's 'Energy Saving Company SK enmove (Cheil Worldwide), Sanofi's '2023 Atopic Dermatitis Awareness Campaign 'The Scar-let Home (KPR & Associates, Inc.), LOTTE GRS's 'AI BurGer Music Campaign (Daehong Communications), JNB Corporation's 'Amazing cleaning power from plants (Overman), AB InBev Korea's 'BTS Glass pack (draftline), Navien's 'The Technology of Sleeping in Korea, Navien Sleeping Mat (TBWA KOREA), YES24's 'YES24, The 24th anniversary campaign (Studiok110).

Each year, the Effie Awards Korea diligently compiles scores based on award achievements to bestow the prestigious 'Special Award of the Year.' This year, the Special Award is categorized into three distinct segments: Agency, Marketer and Brand. In the Agency category, the esteemed winners are the.WATERMELON, INNOCEAN, and TBWA KOREA. The Marketer category honors McDonald's, A Twosome Place, and Hana Bank, while the same brands also receive accolades in the Brand category.

Si-hoon Lee, Chairman of the Executive Committee, remarked, "This year, the Effie Awards Korea has witnessed a record number of submissions. This remarkable increase underscores the growing importance of effective marketing campaigns that not only resonate with consumers but also compel them to act." He emphasized the heightened significance of marketing efficiency in today's dynamic landscape.

Meanwhile, the 2024 Effie Awards Korea ceremony was held on August 22 (Thursday) at Bexco in Haeundae, Busan.

For more information about Effie Korea and this year's winners, visit [effie.kr](https://www.effie.kr).