



Jun 06, 2014 APAC

## Effie Hong Kong Reveals Winners of 2014

One Grand, four gold, three silver, and five bronze Effies were awarded at the Hong Kong Effie Awards, which took place on June 6<sup>th</sup> at Island Shangri-La. This year marked Effie Hong Kong's eleventh edition of the Effie Awards, organized by The Association of Accredited Advertising Agencies of Hong Kong (HK4As).

DDB Group and McDonald's Restaurants HK emerged from a pool of twenty-five finalists as a gold and Grand Effie winner for their case, "From CNY to WNY: Making the Most of the New Year." The other golds went to Leo Burnett Limited/ZenithOptimedia and Abbot Laboratories Limited for "ARE U SURE?" for Abbott Pediture, Havas Worldwide Hong Kong and Reckitt Benckiser Hong Kong Limited for "The Orange Beach" for Dettol, and OMD Hong Kong/ Wunderman | AGENDA (Hong Kong) Limited and Wyeth Nutrition for "Two Thoughts One Goal" for Wyeth Materna.

For a full list of Effie Hong Kong's winners and finalists, please click [here](#).

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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](#).