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## Effie Hong Kong Announces 2013 Winners

The HK4As (the Association of Accredited Advertising Agencies of Hong Kong) held its 10th Effie Awards on May 30. One Grand prize, 2 Golds, 6 Silvers and 11 Bronzes Awards were handed out.

The winner of the Grand Effie was *"I'm Amazing"* for McDonald's Restaurants HK created by DDB Group HK. The other Gold went to Publicis Worldwide HK for its *"Tempo Toipa - The Perfect Man"* for SCA Tissue campaign.

For more information, please visit HK4A's [Facebook page](#).

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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 the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.