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## 2017 Effie Awards Korea Winners Announced

Effie Awards Korea announced 2017 winners on April 28 at The Plaza Hotel in Seoul. SSG.COM and HS Ad won the Grand Effie in the Distribution and E-Distribution category for their campaign, "SSG Campaign."

During the Final Round Judging held at Cheil Worldwide's headquarters on April 4, the judges were unanimous about the impressive effectiveness of the "SSG Campaign." The campaign helped the brand to stand out in the shopping mall market, which has become increasingly competitive due to the exponential growth of online shopping. SSG.COM's sales have grown more than 32% and memberships have increased more than 30% compared to the same period last year. "SSG Campaign" became a sensation in the marketing industry not only for its unique concept, but also for the witty story and impactful sound, and its inspiration from American realist painter Edwards Hopper.

Effie Awards Korea, now in its fourth year, honors effective marketing communications and the companies and individuals creating effective work in Korea.

Hunmoon Lim, President of KT Mass and President of the 2017 Effie Awards Korea Jury, concluded, "We have screened all the marketing campaigns, from New Media, Digital to Design. We evaluated the creative strategies, the executions, and the results." The biggest winner of the night was HS Ad, which earned three Golds for their campaigns "GUESTHOUSE FRANCE" for Korean Air, "The Coolest Gift of My Life" for LG DIOS, and "SSG Campaign" for SSG.COM.

Eunkyung Han, Professor at Sungkyunkwan University and Chair of Effie Awards Korea said, "The entries we received this year were world-class. They showed excellence in their insights and results. This good work

raises Korea's status in the global market."

View the full list of 2017 Effie Awards Korea winners [here](#) >.