



Jun 16, 2017 APAC

Effie Awards Hong Kong Announces 2017 Winners

2017 Effie Awards Hong Kong Winners were announced on June 16. Now in its 14th year, Effie Awards Hong Kong, organized by The Association of Accredited Advertising Agencies of Hong Kong (HK4As), celebrates ideas that work and recognizes the gold standard in marketing effectiveness. Two Gold, four Silver and 10 Bronze were presented during the Awards Gala.

Society for Community Organization and BBDO Hong Kong took home Gold in both the Government Services / Non Profit Organizations or Activities and Small Budget categories for their campaign, "Wardrobe Apartment." The campaign also picked up Silver in the Single Impact Engagement category.

Entries were reviewed in two judging rounds by a jury of senior marketing and advertising executives. Sylvia Lee, Head of Central Marketing at Hang Lung Properties and 2017 Effie HK Jury Chair, said, "I encourage that marketers and agencies continue to reveal simple truths in interesting ways, and submit innovative campaigns to Effie. Not just for recognitions, but also to showcase that creativity in Hong Kong is indeed very much alive and kicking."

All finalists and winners of the 2017 Effie Awards Hong Kong will receive points towards the 2018 Global Effie Index. The Effie Effectiveness Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analyzing finalist and winner data from 40+ worldwide Effie Award competitions. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

To view the full winners list, click [here](#) >