



Jun 14, 2018 Korea

Busan Metropolitan Police Agency & Cheil Worldwide win the Grand Effie Award for “Stop Downloadkill” at the 5th Effie Awards Korea

At the 5th Effie Awards Korea (“Effie Korea”) held on June 14 at The Plaza in Seoul, ‘Stop Downloadkill’ by the Busan Metropolitan Police Agency and Cheil Worldwide won the highest honor of Grand Effie, in the ‘public interest, non-profit’ category.

During the main round of judging held at the headquarters of Cheil Worldwide on June 25, ‘Stop Downloadkill’, a campaign established to crack down on hidden camera-related sex crimes that are on the rise in Korea, is said to have won by a large margin. The campaign was created under the assumption that the distribution of film from hidden cameras forms its own market, and that both the demand and supply need to be tackled. The campaign features a fake hidden camera film created against various backdrops including subways, motels, public toilets and changing rooms, where the female character suddenly turns into a monster, triggering horror in the viewers. Over the two months during which the campaign was in place on the online voyeur video black market, the distribution of illegal hidden camera shots dropped by 21% and the campaign video itself reached over five million citizens through major nationwide channels. This culminated in a bill in November 2017 that outlawed hidden cameras.

Effie Awards Korea, which recognizes marketing communications effectiveness, marks its 5th anniversary this year. Launched in the U.S. in 1968, Effie runs programs in over 45 countries, including 20+ European countries. Unlike other marketing awards that focus on the creative aspect, Effie Awards value results - the

setting of challenging goals and execution of efficient ideas.

CEO of BC Card and head of the review committee Munhwan Lee commented, "We reviewed all works that were submitted, including those in the field of new media, digital and design. Reviews were focused on a combination of factors, such as creative strategy and execution, as well as the success of the campaign itself."

'Happy Bus Day' by Incheon Metropolitan City & Overman, and 'Condensing is the answer' by Kyungdong Navien & HSAd, won the Gold and Silver in two categories, respectively.

'Chimmelier Test' by Woowa Brothers & Baedalminjok and 'The Next Big Thing' by New Balance & visual-factory were awarded Silver, while the Bronze were given to 'Water Lens Campaign' by Alcon Dailies Total 1 & Phoenix Communications, 'Uncomfort Women Project' by The Korean Council for the Women Drafted for Military Sexual Slavery by Japan & HSAd, 'Emart Molly's Pet Shop Hood House' by Emart Molly's Pet Shop & Cheil Worldwide, 'Natural Plus Sunstick Campaign' by AHC & TBWA KOREA, and 'Shackleton's Return' by Hyundai Motor Company & Innocean Worldwide. 'A ticket to Spain' by Korean Air & HSAd, in particular, was given the Bronze in two categories.

Head of the Executive Committee Eunyoung Han (Professor of Media and Broadcasting at Sungkyunkwan University) commented that "the works submitted were of world-class level, bringing great insight into what makes a campaign successful. I hope these outstanding works are registered with the Effie Index to promote Korea's status in the global creativity market."

A full list of the winners and finalists of the 2018 Effie Awards Korea can be found below and on the [Effie Korea website](#).

Inquiries: Effie Korea Secretariat (070-7727-1327, info@effie.kr)

Winners & Finalists:

GRAND EFFIE

Public Interest – Nonprofit
Stop Downloadkill
Busan Metropolitan Police Agency
Cheil Worldwide

GOLD

Small Budget
HAPPY BUS DAY
INCHEON METROPOLITAN CITY
OVERMAN

Furniture / Interior
Condensing is the answer
Kyungdong Navien
HSAd

SILVER

Brand Experience
Chimmelier Test
Woowa brothers
Baedalminjok

Local Campaign
HAPPY BUS DAY
INCHEON METROPOLITAN CITY
OVERMAN

Brand Revitalization
THE NEXT BIG THING
NEW BALANCE

visual-factory

Brand Revitalization
Condensing is the answer
Kyungdong Navien
HSAAd

BRONZE

Pharmaceuticals / Healthcare
Water Lens Campaign
Alcon Dailies Total 1
Phoenix Communications

Media Innovation
A ticket to Spain
Korean Air
HSAAd

GoodWorks-Non-Profit
UNCOMFORT WOMEN PROJECT
The Korean Council for the Women Drafted for Military Sexual Slavery by Japan
HSAAd

Public Interest - Nonprofit
Emart Molly's Pet Shop Hood House
Emart Molly's Pet Shop
Cheil Worldwide

Brand Experience
A ticket to Spain
Korean Air
HSAAd

Cosmetics and daily consumer goods
Natural Plus Sunstick Campaign
AHC
TBWA KOREA

Digitally Led Ideas
Shackleton's Return
Hyundai Motor Company
Innocean Worldwide

FINALISTS

Media Innovation
Stop Downloadkill
Busan Metropolitan Police Agency
Cheil Worldwide

Food
Enjoy Your Pizza with OTTOGI
OTTOGI PIZZA
ADRICH Communication Inc

Distribution and e-distribution
G-market
Ebay Korea G market
Cheil Worldwide

Furniture / Interior
Allerman Branding Campaign
Allerman

HSAAd

Media Innovation
HAPPY BUS DAY
INCHEON METROPOLITAN CITY
OVERMAN

David & Goliath
Allerman Branding Campaign
Allerman
HSAAd

Media Partnership Activation
Dear My Glass Tinting Lips-Talk Campaign
Etude House
BBDO KOREA

Finance, Insurance & Securities
KakaoTalk Free Money Transfer Campaign
Kakaopay
TBWA KOREA

Finance, Insurance & Securities
Winter Season Marketing
BC Card
Hancomm

Automotive, auto parts, accessories and oils
The Meticulous Grandpa
Chevrolet Spark
Cheil Worldwide

Brand Experience
Shackleton's Return
Hyundai Motor Company
Innocean Worldwide

Seasonal Marketing
The Happiest Country for Arbeiter, Albachunkuk
Albachunkuk
HSAAd

Seasonal Marketing
Condensing is the answer
Kyungdong Navien
HSAAd

Computer/info-communications
LG Gram changes the rule for ultra light laptops from weight to time
LG All Day GRAM
Directors company

Small Budget
Aveeno Baby #Oatmeal-Bath-Treatment Campaign
Aveeno Baby
Universal McCann Korea

Small Budget
Happier days ahead
Lotte Mart
Daehong Communications

Brand Revitalization
VALUE UP GONGCHA

GONGCHA
OVERMAN

Sustained Success
Half of a pair
Mizuno Sports
OVERMAN

Digitally Led Ideas
2017 YouTube Red campaign
YouTube Red
TBWA KOREA