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"100 Word Painting" by Save the Children & Overman wins Grand at 2020 Effie Awards Korea

"100 Word Painting" by Save the Children has been selected as the recipient of 2020 Grand Effie, the highest honor of Effie Awards Korea, in recognition of demonstrating the most effective marketing last year with a fascinating campaign that grabbed consumers' attention.

Effie Awards Korea recognizes the most effective marketing, focusing on how much they excelled in achieving significant performance against challenging goals.

Final Round judging was held on August 3, during which a jury of marketing experts thoroughly reviewed each of the finalists. President Mok Young-do of Korea Onlinead Association, CEO Lee Soo-won of TBWA Korea, and President Choi Ho-jin of Dong-A Pharmaceutical attended as the Heads of Judging Committee, and 18 of the finalists were selected as 2020 Effie Award Korea winners.

"100 Word Painting" by Save the Children (Overman/Branded Content), which was awarded the Grand Effie, is a marketing campaign related to online/offline exhibitions with pictures drawn by children. The agency first selected 100 words, said by adults, that unknowingly hurt children, and asked them to draw pictures of how they felt when they heard such words. The judging committee highly praised the simplicity of the work's approach to everyday problems, while optimizing effectiveness through combining both online and offline exhibitions. "100 Word Painting" also won two Gold and one Silver Effie.

There were six Gold Effies awarded: Jinro (Hancomm/Drink and beverage), Hyundai Motor Company (Innocean/Pet care), Grandeur (Innocean Worldwide/Brand Revitalization), KD Navien Condensing (HSAd/Sustained success), and Save the Children (Overman/Brand experience and Digitally led ideas).

The seven Silver Effie winners included: Burger King (Cheil Worldwide/Food), Yanolja (SM C&C/Leisure and entertainment), Naver Series (TBWA Korea, Leisure and entertainment), UNICEF Korea (Crevisse Partners Inc./Public-sector non-profit), Neworigin Inner Flora (Overman/New product, new service), Save the Children (Overman/GoodWorks-non-profit), and Trip.com (HSAd/David&Goliath).

The four Bronze Effie winners were: Terra (mate communications/Drink and beverage), iloom (TBWA Korea/Furniture and interior), UNICEF Korea (Crevisse Partners, Inc./GoodWorks-non-profit), Gmarket (Cheil Worldwide/Shopper marketing).

There were 23 campaigns that were named finalists, but did not receive an award.

This year's winners and finalists will receive points toward the 2021 global Effie Index, which identifies the most effective companies across Effie's 50+ award programs.

This year's award ceremony will be replaced with online announcement due to the spread of COVID-19, and their works can be found on the official homepage of Effie Awards Korea (<http://www.effie.kr>).