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2021 Effie Awards Hong Kong Announces 36 Finalists

HONG KONG (August 10, 2021) -- The Association of Accredited Advertising Agencies of Hong Kong (HK4As), organiser of the Effie Awards Hong Kong, today announces the list of finalists of the 2021 Effie Awards Hong Kong.

Amongst the entries received across 54 categories, a total of 36 finalists were selected by a distinguished jury composed of 30 senior marketing professionals from academia, agencies and in-house at home and abroad.

Jury chair Andrew Brent, Founder of Think Again Growth in England, led the second round of judging which was completed in three sessions. Despite being held online, the jury members actively exchanged their viewpoints and engaged in robust discussions throughout the judging. Each piece of the finalist work was judged against the benchmark of its category excellence.

"Despite the difficulties posed to many businesses by the Covid-19 epidemic, the quality of submissions this year was very high. In some cases, the challenges of trading through the coronavirus seem to have both focused companies on campaign effectiveness and stimulated some outstanding creative work. The judges' task in selecting the award winners was not an easy one - but we are very happy with the quality of this year's winners," commented Andrew.

Winners of Gold, Silver and Bronze awards will be announced at an awards ceremony in early October.

Links:

[List of finalists for the 2021 Effie Awards Hong Kong](#)

[List of judges for the 2021 Effie Awards Hong Kong](#)

For more information, visit <http://aaaa.com.hk/main/awards/effie-awards-2021/>.

About Effie

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing

effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the Effie Index. Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

About the HK4As

Founded in 1957, The Association of Accredited Advertising Agencies of Hong Kong (HK4As) is a professional body striving to foster advertising standard and creative excellence in Hong Kong. HK4A has currently around 26 members, most of whom are major advertising and media agencies sharing common objectives including i) to maintain and protect best practices in our industry; ii) to promote and inspire creative excellence; iii) to create fair and level playing field for all.

HK4As has been the organiser and presenter of Effie Awards Hong Kong since 2004.

Media Inquiries:

Ms. Onie Chu – Executive Director, HK4As

Tel: 2882 6699 Email: onie.chu@aaaa.com.hk