



Apr 11, 2016 APAC

2016 Effie Awards Hong Kong- Call for Entries and Jury Chairs Announced

The HK4As (The Association of Accredited Advertising Agencies of Hong Kong) continues its call for entries for the 13th Effie Awards Hong Kong, inviting marketers, brand owners, and agencies to submit entries for their successful marketing campaigns.

Effie Hong Kong recognizes effective campaigns that can demonstrate measurable and outstanding results in Hong Kong. Effie Hong Kong is pleased to invite expertise from different fields, including creative, research, academic, media, and marketing sectors to join the 2016 Effie Hong Kong Awards judging panel that represents diverse perspectives within the industry. Two reputable experts in the advertising industry will chair the judging. The Judges include:

Jury Chairwomen

1. Kitty Lun - Head of Creative Shop, Greater China, Facebook
2. Viveca Chan - Chairman & CEO, WE Group

Judging Panels

1. Cindy Chan - Chief Strategy Officer, Focus Media Group
2. Tina Chao - General Manager, Marketing, Hong Kong Tourism Board
3. Dr. Clara Kan - Lecturer, School of Journalism & Communication, The Chinese University of Hong Kong
4. Sylvia Lee - Head of Central Marketing, Hang Lung Properties
5. Richard Leong - Chief Executive, Pizza Hut Hong Kong Management Ltd
6. Judy Sun - Executive Manager, Branding & Programme Services, The Hong Kong Jockey Club
7. Karen Tam - Assistant General Manager, Promotions and Marketing, Harbour City Estates Limited
8. Yvonne Tang - Senior Director, Marketing, McDonald's Restaurants (Hong Kong) Limited
9. Richard Tsang - Chairman, Strategic Public Relations Group
10. Paul Tse - Chief Marketing Officer, Hong Kong and Macau, FWD Life Insurance Company (Bermuda) Limited
11. Ivan Wong - Managing Director, UA Cinema Circuit Limited
12. Leo Zhang - Founder & CEO, WebEnergy
13. Fay Zhao - Marketing Director, Durex China

The online entry system is open until April 18, 2016. There will be two rounds of judging. The first round judging will be held from April 29 – May 13; the second round on 26 May. The official announcement of the finalists will be released online on May 27, and winners will be presented at the Gala on June 16 at the JW Marriot Hotel.

For more information about the awards, please visit:

<http://www.aaaa.com.hk/en/awards/effieAwards/effieAwards2016.php>

Note to the press:

For more information or requests for the interviews please contact:

Ms. Angela Ng – Executive Director, HK4As Tel: 2882 6828/ 9049 1742 Email: angela.ng@aaaa.com.hk

Ms. Kathy Kwan – Events and PR Executive, HK4As Tel: 2571 1239/ 9718 1764 Email: kathy.kwan@aaaa.com.hk