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2016 Effie Awards Hong Kong Gala

"Internationally Recognized Effectiveness" is the slogan for this year's Effie Awards Hong Kong. This statement is to highlight the prestigious status of the award, as Effie Hong Kong is part of the Effie Worldwide network of more than 45+ Effie Programs around the world. Finalists and winners of Effie Hong Kong will receive points in the worldwide [Effie Effectiveness Index](#), which identifies and ranks the most effective marketers, brands, agencies, networks, and holding groups by analyzing finalist and winner data from worldwide Effie competitions.

At the Awards Gala, which took place on June 16, Effie Hong Kong presented sixteen awards – One Grand Effie, four Gold, six Silver, and five Bronze Effie Awards. The winners were selected from a panel of high-level industry experts as achievements of effective marketing in Hong Kong.

The Grand Effie winning campaign was "Snickers - Hungry Slip-Ups" by Snickers and BBDO & Proximity Hong Kong, which also scored two Golds and a Silver.

The other two Gold Effies went to "Nike HK Women Race-Better for it" by Nike Hong Kong and Ogilvy & Mather Group Hong Kong, and "Kuk Fa Cha" by AIDS Concern and Havas Worldwide Hong Kong.

See the full list of winners [here](#).

For more information visit the Effie Hong Kong website [here](#).