

Campaign Awards

Special Awards



Excellence in Branding

"Hang Seng 90th Anniversary - Ever Growing Ever Innovating"
Hang Seng Bank Limited

"Yayoi Kusama: 1945 to Now"
M+, West Kowloon Cultural District

"McDonald's Raise Your Arches (去麥記lor)"
McDonald's Hong Kong



Excellence in Content Marketing

"HSBC Mobile Banking presents: DuoVerse"
HSBC



Excellence in Customer Engagement and Experience

"Nobody Does Rugby Sevens Like Hong Kong"
Cathay

"HSBC Mobile Banking presents: DuoVerse"
HSBC

"East Rail Line Cross Harbour Extension Opening Campaign"
MTR Corporation



Excellence in Marketing Collaboration

"World Cup for All"
Chinachem Group - Central Market

"Arts Cafe: Brushstrokes that Bridge Perspectives"
Hong Kong Tourism Board

"HSBC Premier Elevate Campaign"
HSBC

"McDonald's Big Mac x 季前賽 x 903 All Star 籃球賽"
McDonald's Hong Kong

Excellence in Agility and Normalcy Resumption

"HSBC SuperStart 2023"
HSBC

"Share for Good"
New World Development

Excellence in Customer Insights

"Better protection, better healthcare"
AXA Hong Kong and Macau

"Make time for me-time"
AXA Hong Kong and Macau

"The Only Pet CEO Plan"
OneDegree Hong Kong Limited

Excellence in Online and Offline Integration

"McDonald's Big Mac x 季前賽 x 903 All Star 籃球賽"
McDonald's Hong Kong

"Endless Summer - Go Splash! Have crazy fun at Water World"
Ocean Park Corporation

Excellence in Segment Marketing

"DBS BusinessClass"
DBS Bank (Hong Kong) Limited

"Business Level Up Campaign"
Hang Seng Commercial Banking

Excellence in Small Budget Marketing

"World Cup for All"
Chinachem Group - Central Market

"CLP Power Connect Low-Carbon Ambassador Scheme"
CLP Power Hong Kong Limited

"CLP Smart Energy Award Programme"
CLP Power Hong Kong Limited

Excellence in Social and Community Good

"CLP Power Connect Low-Carbon Ambassador Scheme"
CLP Power Hong Kong Limited

"Building Stronger Communities Together"
The Hong Kong Jockey Club

"McDonald's Baby Shark 齊齊減塑"
McDonald's Hong Kong

"Share for Good"
New World Development

Excellence in Video Marketing

"Here we are for your health"
FWD Hong Kong

"McDonald's Big Mac x 季前賽 x 903 All Star 籃球賽"
McDonald's Hong Kong

"Prudential We Do Family Campaign - 'Love Transcends Time'"
Prudential Hong Kong Limited

Marketers' Favourite Marketing Campaign

"East Rail Line Cross Harbour Extension Opening Campaign"
MTR Corporation

Agencies of the Year (Multinational Category)

DDB Group Hong Kong
OMD Hong Kong
PHD
Saatchi & Saatchi

Agency of the Year (Local Category)

Uth Creative Group Limited

* The order of presentation of the campaigns receiving the same award is based on the alphabetical order of the company name.