

Cheil Worldwide Hong Kong named Agency of the Year at 2019 Ad Stars

The Grand Prix, Gold, Silver and Bronze winners of the 2019 Ad Stars were recently announced in Busan, South Korea. Cheil Worldwide Hong Kong was named the 2019 Agency of the Year.



Image credit: Ad Stars.

The winners were selected from 20,645 entries from 60 countries.

A total of 12 Grand Prix trophies were awarded to the following nine agencies:

- Impact BBDO, United Arab Emirates, 'The Blank Edition' (Media Grand Prix, PR Grand Prix and Social & Influencer Grand Prix)
- FCB New York, USA, 'The Whopper Detour' (Direct Grand Prix & Mobile Grand Prix)
- TBWA Hakuhodo, Japan, 'The Most Challenging Ping Pong table' (Design Grand Prix)
- Colenso BBDO, New Zealand, 'I'm Drinking it for you' (Film Grand Prix)
- Serviceplan Korea, Dot Mini (Interactive Grand Prix)
- Ogilvy Group Thailand, 'Deer' (Print Grand Prix)
- GREYnJ United Bangkok, Thailand, 'FACE/OFF' (Video Stars Grand Prix)
- Casanova/McCann, USA, 'Second Chances' (Public Service Announcement Grand Prix)
- BBDO Atlanta, USA, 'Stop Traffick' (Public Service Announcement Grand Prix)

Film and video stars



Ad Stars reveals 2019 shortlist with a SA finalist

5 Jul 2019



In the film category, Colenso BBDO New Zealand won Grand Prix for 'I'm Drinking it for You' – created for DB Breweries to encourage beer lovers to drink low-carb beer for the sake of their partners.

There were also eight Gold trophies awarded across the film category:

- Artplan Sao Paulo, Brasil, 'The Beatbox Catalogue' for Etna Home & Décor, won 2 Golds
- Leo Burnett Taiwan, 'Souvenirs From Travel' for China Airlines
- GREYnJ United, Thailand 'FACE/OFF' for Kasikornbank
- Wolf Bangkok, Thailand, 'Second job' for Central Department
- Grey Tokyo, Japan, 'Hankograph' for WILDAID
- C.Ray Corporation, Japan, 'The Nanto Family' for The Nanto Bank
- Colenso BBDO, New Zealand, 'I'm Drinking it For You' for DB Breweries

In the video stars category, the Grand Prix was awarded to **GreyNj United, Thailand** for 'FACE/OFF' (Kasikornbank).

There were four Gold winners in video stars:

- Ogilvy New Zealand, 'The Most Dangerous Stunt in the World' (Auckland Transport) won two Golds
- J. Walter Thompson, Taiwan, 'My variety father' for E-Life Home Appliances
- Casanova/McCann, USA, 'Second Chances' (Donate Life California)

Design and print

In design, the Grand Prix was awarded to TBWA Hakuhodo for 'The Most Challenging Ping Pong Table', created for the Japan Para Table Tennis Association.

The judges awarded 13 Gold trophies in design:

- Cheil Worldwide Hong Kong's 'Homework' and 'A Sweet Escape' for Chupa Chups won two Golds
- TBWA Santiago Mangada Puno, Philippines also won two Golds for 'This is a tree' for Pacific Paint (Boysen); and Baybayan' for Cultural Center of the Philippines
- Hakuhodo Indonesia, 'Clever Cash' for Save Street Child Sidoarjo
- TBWA Hakuhodo, Japan, 'The restaurant of mistaken orders' for DAIKI Angel Help Inc.
- The Brand Agency, Australia, 'Hungry Puffs' for Foodbank WA
- The Electric Factory, Uruguay, 'Chivas Regal Eternity' for Pernod Ricard
- Serviceplan Korea, 'Dot Mini – The First Smart Media Device for the visually impaired' for Dot Incorporation
- Colenso BBDO, New Zealand, 'Kupu' for Spark
- MullenLowe Singapore, 'Cavities (Bubblegum)' for Unilever Asia
- Innocean Worldwide, Korea, 'The Quiet Taxi' for Hyundai Motor Group
- Cheil Worldwide, Hong Kong, 'Gatsby' for Penguin Random House

In print, the Grand Prix was awarded to Ogilvy Group Thailand's 'Deer' campaign for Freeland Foundation, which also won one Gold and Bronze trophy.

The judges awarded seven Gold trophies in print:

- Cheil Worldwide, Hong Kong won two Gold awards for 'Gatsby' for Penguin Random House and 'Homework' for Chupa Chups
- RedBank China, 'SHUSH' for 360 QIKU
- Impact BBDO, United Arab Emirates, 'Mutilated Words' for 28 Too Many
- MullenLowe Singapore, 'Cavities (Bubblegum)' for Unilever Asia
- Ogilvy Group Thailand, 'Deer' for Freeland Foundation
- DDB Mudra, India 'Hashtags don't heal' for Khalsa Aid

Public service advertising diverse insights, outdoor, place brand, radio & audio

In public service advertising (PSA), there were two Grand Prix winners: Casanova/McCann, USA, 'Second Chances' for Donate Life California; and BBDO Atlanta's 'Stop Traffick' for Street Grace. There were also three Gold PSA winners: Hakuhodo Indonesia's 'Clever Cash' for Save Street Child Sidoarjo; and Serviceplan Korea's 'Dot Mini' for Dot Incorporation, and Cheil Worldwide, Hong Kong's 'Fatal Recognition' for The Hong Kong Stroke Association.

In Diverse Insights, VMLY&R Australia's 'The Half Biscuit' for RSA won Gold.

In outdoor, there were six Gold trophies awarded:

- DDB Sydney, Australia, 'Grave of Thrones' for Foxtel won 2 Golds
- FCB New York, USA, 'Whopper Detour' for Burger King
- Casanova/McCann, USA, 'Second Chances' for Donate Life California
- BBDO Bangkok, Thailand, '7:1 Furniture Collection' for Homepro
- Impact BBDO, United Arab Emirates, 'Toxic Flag' for Green Peace & Waste Management Coalition

In the place brand category, Airbag Australia picked up the category's sole trophy, winning Bronze for 'Carriberrie'.

In radio & audio, Colenso BBDO, New Zealand won Gold for 'I'm Drinking it for You' for DB Breweries.

Interactive, integrated, innovation, mobile, data insights, social & influencer

Serviceplan Korea won the interactive Grand Prix for 'Dot Mini – The First Smart Media Device for the Visually Impaired' (Dot Incorporation), while Impact BBDO, United Arab Emirates won Gold for 'The Blank Edition' (An-Nahar).

There were no Grand Prix winners in integrated and innovation, but Serviceplan Korea also won Gold in innovation for 'Dot Mini'.

In mobile, the Grand Prix was awarded to FCB New York for 'Whopper Detour' (Burger King). There were also two Gold winners: Cheil Worldwide, Korea, 'REDCEIPT' (Kakao Corp.) and Serviceplan Korea's Dot Mini (Dot Incorporation).

Ad Stars introduced the data insights and social & influencer categories last year. In data insights, FCB Brasil won the category's only Gold trophy for 'Trending Botics', created for Congresso em Foco.

The social & influencer Grand Prix was awarded to Impact BBDO, United Arab Emirates for 'The Blank Edition' (An-Nahar). There was also one Gold awarded to Wunderman Thompson in Thailand for 'Narcos – The Censor's Cut' (Netflix).

Direct, media, promotion, PR

'The Whopper Detour' by FCB New York won Direct Grand Prix and a Gold in direct.

There were three more Gold winners in direct:

- The Brand Agency, Australia, 'Hungry Puffs' (Foodbank WA)
- Impact BBDO, United Arab Emirates for 'The Blank Edition' (An-Nahar)
- Casanova/McCann, USA, 'Second Chances' (Donate Life California)

In media, Impact BBDO, United Arab Emirates won Grand Prix and a Gold trophy for 'The Blank Edition' (An-Nahar). ADK Japan also won Gold for 'Make it a runway' (PVH Japan).

In the promotion category, there were also two Gold winners: FCB New York's 'The Whopper Detour' (Burger King) and Casanova/McCann, USA, 'Second Chances' (Donate Life California).

The PR Grand Prix was awarded to Impact BBDO, United Arab Emirates for 'The Blank Edition' (An-Nahar), which also won Gold.

There were two more Gold winners in the PR category:

- DDB Sydney, Australia's 'Grave of Thrones' (Foxtel)
- FCB New York's 'Whopper Detour' (Burger King).

For more information, visit adstars.org

For more, visit: <https://www.bizcommunity.com>