



# Campaign Awards

## Judging Criteria

1. Rationale Behind and Objectives of the Marketing Campaign
2. Strategic Impact and Originality of the Campaign
3. Marketing Execution including Development and Positioning of Product / Service / Behaviour / Idea; Pricing / Cost of Target Audience; Sales or Distribution Channels; Communication and Promotion; People; and Overall Integration of Campaign Elements; Challenges in the process of Marketing Execution
4. Results including Marketing and Financial Results
5. Exceptional Meritorious Aspects of Campaign

## Campaign Award Winners

### Now TV Gold Award

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

### Silver Award

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

### Bronze Award

"HSBC Mobile Banking presents: DuoVerse"  
HSBC

### Excellence Awards

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

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

"Share for Good"  
New World Development

### Merit Awards

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

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

"Tai Hing 33rd Anniversary - Milk Tea Campaign"  
Tai Hing Catering Group

"When WeLend A.I. Technology and Humanity Meet for Empowering 'Financial Sustainability'"  
WeLend Limited

## Special Awards



### 安盛 Excellence in Greater Bay Area Marketing

"Nice to meet you again"  
Cathay

"MTR Cross Border Campaign - Reconnecting Relationships and Beyond"  
MTR Corporation



### 周大福 Excellence in Use of Data and Technology

"livi Rewards"  
livi bank

"When WeLend A.I. Technology and Humanity Meet for Empowering 'Financial Sustainability'"  
WeLend Limited



### citi Excellence in Innovation

"HSBC Mobile Banking presents: DuoVerse"  
HSBC

"Share for Good"  
New World Development

"When WeLend A.I. Technology and Humanity Meet for Empowering 'Financial Sustainability'"  
WeLend Limited



### Manulife Excellence in Influencer Marketing

"HSBC No.1 Buy Now Pay Later Campaign 2022"  
HSBC

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

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

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