



Rising to the challenge of a rapidly changing world

Unprecedented times call for innovative marketing ideas. The 2021 HKMA / ViuTV & Now TV Awards for Marketing Excellence has handpicked outstanding marketing campaigns that have achieved desired results and lifted the bar of the marketing profession in Hong Kong to merit the highest recognition in the industry.

The Hong Kong Management Association (HKMA) is honoured to have ViuTV and Now TV as the title sponsors of the Awards for Marketing Excellence in 2021. This inaugural collaboration will bring the Awards to yet another new height.

In its 36th edition of a distinguished tradition, the award has evolved into "a microcosm of the marketing community that reflects what is going on in the Hong Kong community", according to SK Cheung, Senior Advisor, Hong Kong Television Entertainment Co Ltd; and Chairman of the Organizing Committee of the 2021 HKMA/ViuTV & Now TV Awards for Marketing Excellence.

His first observation is that Hong Kong's fintech digitization is progressing in leaps and bounds: among the top ten finalists, five are digital services and mobile apps. Out of the five, two are virtual banks, Airstar Bank and ZA Bank; one is a traditional bank, Citi; one is an insurance company, AXA; and one is a financial institution, WeLend.

"With the issuance of eight virtual banking licences, traditional banks have stepped up their digital marketing platform and improved their mobile apps. Together with a push from COVID-19, digital banking went off like a rocket," Cheung observes. "Technological advancements have also hastened



2021 HKMA / ViuTV & Now TV Awards for Marketing Excellence

this development to enable swift and smooth digital operations, such as taking only five minutes to open a virtual bank account."

Award winners also reflect how COVID-19 has forced marketers to find innovative ideas and new ways to communicate with their customers, as shown in three of the top ten finalists: Aqua Pro+Tech's sanitizing spray, Hong Kong Tourism Board's 'Holiday at Home', and Shell's diecast model cars.

In particular, he points out that due to the severe curtailment of overseas trips, marketers have come up with the 'Holiday at Home' idea. Similarly, diecast model cars are popular among home-bound drivers during the pandemic as the model cars are linked to an app to virtually drive in exciting racing hotspots such as Tai Mo Shan.

Meanwhile, two of the top ten finalists went to McDonald's, which again mirrors the city's latest trends. Its Big Mac campaign features the city's favourite icon Keung To, while its OmniPork luncheon meat burger echoes the growing trend to go green.

2021 CAMPAIGN AWARDS

- Now TV Gold Award**
 - "Citi Plus Launch Campaign" Citibank (Hong Kong) Limited
- Silver Award**
 - "McDonald's Big Mac x Keung B" McDonald's Hong Kong
- Bronze Award**
 - "Holiday at Home" Hong Kong Tourism Board
- Excellence Awards**
 - "Salary Raised and Time-off for Each & Everyone" Airstar Bank
 - "OmniPork Luncheon Campaign" McDonald's Hong Kong
 - "Be the Game Changer" ZA Bank
- Merit Awards**
 - "Golden 7 Seconds" AQUA PRO+TECH
 - "Everyday Gets Better with Emma" AXA Hong Kong and Macau
 - "Top Cars, Race Now: Refuel Shell V-Power, Re-energize in New Normal" Shell Hong Kong Limited
 - "The WeLend A.I. Evolution: Re-engineering the Future of Loan Business" WeLend Limited
- Special Awards**
 - Chow Tai Fook Excellence in Use of Data**
 - "SmarTone 5G Launch Campaign" SmarTone Mobile Communications Limited
 - "The WeLend A.I. Evolution: Re-engineering the Future of Loan Business" WeLend Limited
 - "Transformation of Delivery Ecosystem is Underway" Zeek
 - Citibank Excellence in Innovation**
 - "Golden 7 Seconds" AQUA PRO+TECH
 - "Everyday Gets Better with Emma" AXA Hong Kong and Macau
 - "Yahoo 25 Hong Kong Passion Moments in 5G" Yahoo Hong Kong
 - Manulife Excellence in Social Media Marketing**
 - "Citi Plus Launch Campaign" Citibank (Hong Kong) Limited
 - "McDonald's Big Mac x Keung B" McDonald's Hong Kong

- McDonald's Hong Kong Excellence in Branding**
 - "McDonald's Big Mac x Keung B" McDonald's Hong Kong
 - "OmniPork Luncheon Campaign" McDonald's Hong Kong
 - "Be the Game Changer" ZA Bank
- Tai Hing Group Excellence in Marketing Collaboration**
 - "Pizza Hut x KFC Chicken Popcorn Pizza Campaign" Jardine Matheson & Co Limited - Pizza Hut Division
 - "KFC X Red A Original Classic Collection" KFC HK
 - "Get Rewards Around the Town" 18 District Cross-Merchant Campaign MoneyBack
- Tonghai Financial Excellence in Customer Insights**
 - "Everyday Gets Better with Emma" AXA Hong Kong and Macau
 - "Citi Plus Launch Campaign" Citibank (Hong Kong) Limited
 - "Staquis Planet Skin-Hero Campaign" Pfizer Corporation Hong Kong Limited
 - Excellence in Agility and Crisis Management**
 - "Bally Together We Walk" ABC Pathways Group
 - "Holiday at Home" Hong Kong Tourism Board
 - "Stay Home, Stay Entertained" Now TV
- Excellence in Content Marketing**
 - "Pizza Hut The 12th Player Football Club" Jardine Matheson & Co Limited - Pizza Hut Division
 - "Top Cars, Race Now: Refuel Shell V-Power, Re-energize in New Normal" Shell Hong Kong Limited
- Excellence in Online and Offline Integration**
 - "Pricerite Food - In Praise of Inner Peace" Pricerite Home Limited
 - "WeWa - Much More Than Just Cash Rebate" PrimeCredit Limited
- Excellence in Small Budget Marketing**
 - "Golden 7 Seconds" AQUA PRO+TECH
 - "Pizza Hut x IKEA Meatball Pizza" Jardine Matheson & Co Limited - Pizza Hut Division
 - "Yahoo 25 Hong Kong Passion Moments in 5G" Yahoo Hong Kong
- Excellence in Social Good**
 - "#Love is On #Cheers for Hong Kong" CLP Power Hong Kong Limited

- "Our Journey Towards Social Inclusion" MTR Corporation
- "Home is 'Craftsmen Impact Project'" Yip's Chemical Holdings Limited
- Excellence in TV Commercial**
 - "Salary Raised and Time-off for Each & Everyone" Airstar Bank
 - "LP10 '10 Episodes of Fulfilling Life'" Nan Fung Development Ltd
- Excellence in Video Marketing**
 - "Starry Tales" Hang Seng Bank
 - "#KIBALLET@HOME" Hong Kong Ballet
- Agencies of the Year**
 - Fimmick Limited
 - Giraffe Hong Kong Limited
 - Mindshare Hong Kong
 - Starcom Hong Kong
- Marketers' Favourite Marketing Campaign**
 - "McDonald's Big Mac x Keung B" McDonald's Hong Kong

INDIVIDUAL AWARDS

- ViuTV Marketer of the Year**
 - Ms Tina Chao** Chief Marketing and Digital Customer Experience Officer McDonald's Hong Kong
- Distinguished Marketing Leadership Awards**
 - Ms Tina Chao** Chief Marketing and Digital Customer Experience Officer McDonald's Hong Kong
 - Mr Calvin Ng** Co-Head of Retail Banking and Alternate Chief Executive ZA Bank
 - Mrs Bally Wong** Founder and Chairman ABC Pathways Group
- Outstanding Marketing Professional Awards**
 - Ms Ramona Carmen Schmidt** Head, Corporate, Commercial & Institutional Banking Marketing Standard Chartered Bank (Hong Kong) Limited
 - Ms Charmaine Wu** Director - Marketing McDonald's Hong Kong

Panel of Judges (Campaign Awards)

- Mrs Carrina Chan** Managing Director St Honore Cake Shop Ltd
- Mr T K Chiang** Managing Director CLP Power Hong Kong Limited
- Dr Jacob Kam** Chief Executive Officer MTR Corporation Ltd
- Ms Juliana Lam** Founder and President INNOTIER Limited
- Mr Sam Li** Managing Director Price.com.hk Limited
- Mr Roy Lim** President Tung Hing Automation Investment Limited

Panel of Judges (Individual Awards)

- Mr S K Cheong (Chairman)** Senior Advisor Hong Kong Television Entertainment Co Ltd
- Ms May Chung** General Manager Nestlé Hong Kong Ltd
- Mr Stephen Ho** Founder and CEO n-hop Technologies Limited
- Mr William Ip** Vice President and Head of Digital Commerce, APAC Fiserv
- Mr Lawrence Lam** Chief Executive and Consumer Business Manager Citibank (Hong Kong) Limited
- Mr Raymond Lam** General Manager MaBelle International Limited
- Mr Larry Sze** Chairman Gibb Livingston & Co

Board of Examiners (Marketing Awards Organizing Committee 2021)

- Mr S K Cheong (Chairman)** Senior Advisor Hong Kong Television Entertainment Co Ltd
- Mr C K Chan** Head of Hong Kong & Macau Tmall World
- Ms Jojo Chan** Executive Director Tai Hing Group Holdings Limited
- Mr Tom Chan** Managing Director Commercial Group HKT Limited
- Mr Derek Choi** Head of Pay TV HKT Limited
- Ms May Chung** General Manager Nestlé Hong Kong Ltd
- Mr Stephen Ho** Founder and CEO n-hop Technologies Limited
- Mr William Ip** Vice President and Head of Digital Commerce, APAC, Fiserv
- Mr Lawrence Lam** Chief Executive and Consumer Business Manager Citibank (Hong Kong) Limited
- Mr Raymond Lam** General Manager MaBelle International Limited
- Mr Joseph Lau** Managing Director Multi-Franchise Group Hong Kong, Macau & Taiwan Sime Darby Motor Group (HK) Limited
- Dr Kim Mak BBS JP** President Caritas Institute of Higher Education and Caritas Bianchi College of Careers
- Mr Francis Phua** Member Marketing Awards Organizing Committee
- Mr Norman Tam** Vice President Tencent Cloud International
- Mr Peter Yan** Chief Executive Officer Hong Kong Cyberport Management Co Ltd
- Mr Charlie Yip** Managing Director OTObycare (HK.) Limited

Board of Examiners (Marketing Management Committee 2020/21)

- Mr S K Cheong (Chairman)** Senior Advisor Hong Kong Television Entertainment Co Ltd
- Mr Calvin Chan** Chairman and CEO CATALO Group
- Dr Banksee Kwan JP** Chairman and CEO CASH Group
- Prof Randy Lai** CEO McDonald's Hong Kong
- Mr Bruce Lam** Managing Director Consumer Mobile CSL Mobile Limited
- Mr Frank Lee** President Tom Lee Music Co Ltd
- Ms Scarlett Leung** Former Executive Director, Corporate Planning, Branding and Membership The Hong Kong Jockey Club
- Mr Vincent Leung** Vice Chairman Peoples Smart Living Limited
- Mr Edmund Mak** Partners Funder Capital Group
- Mr Stanley Sun** Managing Director Fuji Photo Products Co Ltd
- Mr Larry Sze** Chairman Gibb Livingston & Co
- Mr Kent Wong** Managing Director Chow Tai Fook Jewellery Group Ltd
- Ms Jeny Yeung** HK Transport Services Director MTR Corporation
- Mr Robert Young** Member Marketing Management Committee
- Mr Titus Yu** Senior Regional Director Prudential Hong Kong Ltd

Special Award Title Sponsors

- Chow Tai Fook Jewellery Group Limited
- Citibank (Hong Kong) Limited
- Manulife (International) Limited
- McDonald's Hong Kong
- Tai Hing Group Holdings Ltd
- China Tonghai International Financial Ltd

Corporate Sponsors

- American Express International, Inc
- AXA Hong Kong and Macau
- CLP Power Hong Kong Limited
- Eu Yan Sang (HK) Limited
- Fantastix Natural Cosmetics Limited
- Fuji Photo Products Company Limited
- Hong Kong Economic Times
- HKT Limited

Supporting Organizations

- The Hong Kong and China Gas Company Limited
- The Hong Kong Advertisers Association
- MTR Corporation Limited
- PrimeCredit Limited
- SKECHERS Hong Kong Limited
- Metro Finance
- Digital Marketing Community
- Sales and Marketing Executives Club

Campaign Awards Final Judging Equipment Sponsor

- HP
- Award Seminar Wi-Fi Sponsor HKT Limited



NOW TV GOLD AWARD "Citi Plus Launch Campaign" Citibank (Hong Kong) Limited

Industry pioneer Citi Hong Kong continues to implement its "Unlearn banking and relearn customers" strategy. It understands that the younger generation would like to have comprehensive banking and wealth management solutions to grow their wealth. As a responsible financial institution, Citi is committed to being the game changer and providing the best client journey according to every customer's requirements at their convenience. It has created a ground-breaking fully-digital banking - Citi Plus - a 100% co-creation by customers, KOLs, celebrities and Citi Hong Kong and Regional Teams. This breakthrough solution empowers wealth inclusion with financial education via fun gamification, helping them to unlock every win along their financial journey, and to level-up not just their wealth but also their lifestyle.

BRONZE AWARD "Holiday at Home" Hong Kong Tourism Board

In light of the evolving pandemic situation, HKTb launched a first-of-its-kind promotion "Holiday at Home" in June 2020. The campaign encourages local Hong Kong people to be "our own tourists" and rediscover the tourism appeal of the city, and ultimately creates a positive local ambience. Four rounds of Spend-to-Redeem "Free Tours" and "Staycation Delights" programmes have been launched under "Holiday at Home" to provide incentives to consumers to support local businesses, generating a multiplying effect along the cross-sector consumption chain. As a result, the programmes recorded a per-capita spending 80% more than the required spending. The average hotel room revenue under "Staycation Delights" almost tripled the expected amount. The results allow us to broadcast a convincing, positive message to global audience in Hong Kong's visitor source markets.

EXCELLENCE AWARD "OmniPork Luncheon Campaign" McDonald's Hong Kong

Research findings indicate a fast-growing Flexitarian and Vegetarian population in Hong Kong. To capture this market opportunity, McDonald's democratized this plant-based space by introducing the "OmniPork Luncheon Series" in both McDonald's and McCafé. As the campaign rolled out, Karena Lam, a celebrity who would bring both surprise and authenticity to the campaign, was appointed as the ambassador. In parallel, KOLs were invited to have trial with the new range of products and share their thoughts on their social media pages. With the multi-pronged approach, McDonald's has successfully promoted the affordable, convenient yet tasty plant-based product range to the market.

MERIT AWARD "Golden 7 Seconds" Aqua Plus Company Limited

The "Golden 7 Seconds" campaign has revised the traditional B2B business model into a B2B + B2C advertising medium, and hence increased the brand's exposure. AQUA PRO+TECH has introduced the Intelligent Disinfection Station to the public, while its 'Golden 7 Seconds' whole body disinfecting process has rendered a new offline promotional platform for AQUA PRO+TECH, and hence provided a better understanding of the products during their user experience. With the installation of Intelligent Disinfection Stations in various locations, AQUA PRO+TECH has seized the opportunity to increase the overall social responses on its various products, as well as the public awareness on epidemic prevention for the sake of fighting COVID-19 together.

MERIT AWARD "The WeLend A.I. Evolution: Re-engineering the Future of Loan Business" WeLend Limited

As a member of WeLab - a leading fintech company in Asia, WeLend is the first and the largest homegrown pure online lending platform in Hong Kong. With the vision to bring joy to people's financial journey, WeLend is revolutionizing lending with big-data powered A.I. technology, bringing the tech-enabled customer experience to new heights and re-engineering its tech-driven A.I. models to give customers what they need. Throughout the launches, WeLend embraced and utilized the most advanced A.I. technology to re-invent a fully "automated" new loan approval process, once again breaking the loan industry standards by pushing the boundaries of financial technology. 100% Cash Loan Automation, a truly seamless loan experience.

SILVER AWARD "McDonald's Big Mac x Keung B" McDonald's Hong Kong

A cultural icon, the Big Mac has lost relevance with younger consumers in the past few years. To regenerate the bonding, McDonald's needed to create a cultural moment for this generation, in order to return the Big Mac to its iconic status. By appointing Keung To as the genuine campaign ambassador, the popular celebrity especially among the younger generation, was the first eyeball-catching and convincing move made by McDonald's. By re-inventing the engaging Big Mac Chant challenge in a digital-focused approach, McDonald's has not only successfully turned every touchpoint into an opportunity to show love to the fans and share the campaign's key messages, but also enabled consumers to enjoy the moment and share with others. It was a successful campaign that has helped the brand rebuild the valuable bonding with customers.

EXCELLENCE AWARD "Salary Raised and Time-off for Each & Everyone" Airstar Bank

Riding on what Hong Kong office workers want most - to get a pay rise and to go on vacation, Airstar Bank developed two TV commercials led by the key messages of "Salary Raised for Each & Everyone - 全民加薪" and "Time Off for Each & Everyone - 全民放假" to promote its high deposit interest rates while connecting with its targeted audience. To boost top-of-mind awareness, it became the sole title sponsor of the critically acclaimed TV programme "King Maker III" (全民造星III) by ViuTV, given its positioning is well-aligned with the bank's brand proposition - "Everyone is a Superstar". At Airstar Bank, everyone can be a superstar as all customers can enjoy the same premium banking services with a 5% p.a. savings deposit interest rate. The campaign was a remarkable success, having brought the bank's sales and brand recall to an all-time high.

EXCELLENCE AWARD "Be the Game Changer" ZA Bank

As the very first virtual bank in Hong Kong, ZA Bank dares to make a difference and be the 'Game Changer' in every sense of the word. Standing at the forefront of the digital evolution, the bank is committed to disrupting the rules and legacy of the banking industry by going the extra mile with its suite of innovative offerings. From 1000x higher savings rate, first-in-town Visa card with personalised number to combining mobile gaming experience with banking, ZA Bank has never stopped creating products and services that speak to the users. The campaign successfully brought ZA Bank to the No.1 position among the city's virtual banks in terms of users, deposits and loans by the end of 2020.

MERIT AWARD "Everyday Gets Better with Emma" AXA Hong Kong and Macau

In response to the new normal brought by the pandemic, AXA launched "Emma by AXA", an all-in-one mobile platform personified by a human avatar called "Emma". This holistic platform offers various insurance services coupled with a range of supportive and reassuring health and wellness services. Emma became the face of AXA, and enabled AXA to truly partner with its customers' and show them how "Everyday can get better with Emma". Besides, through Emma, Hong Kongers can also register for the first in Hong Kong Post-Vaccination Protection for free. An end-to-end integrated campaign was launched to raise market awareness, reaching out to different audience segments online based on their personal interests and concerns. The campaign video showcased through vivid examples how Emma makes every day better leveraging the core features of the platform, and also demonstrated AXA's determination to partner and protect the citizens of Hong Kong.

MERIT AWARD "Top Cars, Race Now: Refuel Shell V-Power, Re-energize in New Normal" Shell Hong Kong Limited

Shell aspires to ignite sparks of happiness in customers' journey and makes every trip more purposeful with less hassles. Amidst the outbreak of COVID-19, physical connection with one another was badly missed during intermittent lockdowns. Shell introduced the "Top Car, Race Now" campaign featuring App-controlled Shell Motorsports remote control cars to enable parent-child bonding and virtual connection in the "New Normal", and to re-energize the city to top performance. Shell topped up virtual fun with recreation of the TWISK route in e-game and digital engagement. The campaign successfully brought great business results and smiles back to families in times of hardship and social isolation.