



2022 HKMA / ViuTV & Now TV Awards for Marketing Excellence



Recognising marketing excellence in the new normal

The new normal in the market exhibits significant changes in consumer behavior and brand building, prompting savvy marketers to devise campaigns that address these characteristics. Outstanding examples, as well as the companies and individuals behind them, will be acknowledged in the 2022 HKMA / ViuTV & NowTV Awards for Marketing Excellence, a coveted accolade that has been dubbed 'the Oscars' of the marketing profession.

The 2022 HKMA / ViuTV & NowTV Awards for Marketing Excellence, organised by the Hong Kong Management Association and sponsored by ViuTV and NowTV, marks its 37th edition this year with results that uphold the same high standard.

In reviewing this year's entries, SK Cheong, Chairman of the Organizing Committee of the Awards, observes: "The performance this year is unique. The winning marketing campaigns have shed COVID-19 elements, showing that Hong Kong has adjusted well to living with the virus."

For instance, virtual banking has become the new normal in the banking and finance industry as companies go all out with their online facilities to let customers conveniently do everything

without physically going out.

Cheong notes that, with the exponential growth in online marketing, continuous improvements in digital experience have become so important that it warrants top management's undivided attention.

"Online marketing channels have evolved into the contact point between the customer and the company," he elaborates. "We notice that new positions such as 'Digital Experience Director' have cropped up, and there is increasing focus on online indexes such as brand preference score."

Cheong points out another special feature for this year: ten exceptional entries have made it to the finals, but they do not come from ten individual companies. In fact, two are from McDonald's, four from HSBC and four from



Mr S K Cheong
Vice Chairman, HK Television Entertainment Co Ltd

Lalamove, MTR, WeLend Bank and CSL Mobile respectively. "They adopt a diverse marketing approach, targeting different product lines, consumers and market segments," he remarks.

Furthermore, the number of winning campaigns on services far exceeds that on products. In fact there is only one winning campaign on products, which comes from Macdonald's, while the company's other winning campaign is about an app. "This phenomenon shows that Hong Kong has transitioned into an advanced, service-based economy," he sums up.

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2022 CAMPAIGN AWARDS

Now TV Gold Award

- "CSL x MIRROR 5G Campaign"
CSL Mobile Limited

Silver Award

- "McDonald's App 1st Anniversary - Celebrating the Super Fans"
McDonald's Hong Kong

Bronze Award

- "McDonald's x MIRROR - 麥炸雞"
McDonald's Hong Kong

Excellence Awards

- "送嘢就嚟Lalamove · 一Call萬應!"
Lalamove
- "The Tuen Ma Line Opening"
MTR Corporation
- "HSBC Premier #ThisIsMyFamily Campaign"
HSBC

Merit Awards

- "HSBC One - Say Goodbye to Wealth A0 Millennials Campaign"
HSBC
- "HSBC EveryMile Credit Card Launch"
HSBC
- "Hong Kong's Laisee"
PayMe from HSBC
- "VIRTUAL BEN - WE KNOW, WHAT YOU 'KONG'"
WeLab Bank

Special Awards

Chow Tai Fook Excellence in Use of Data

- "McDonald's x Google - Media Targeting Through Machine Learning"
McDonald's Hong Kong

Citibank Excellence in Innovation

- "CSL x MIRROR 5G Campaign"
CSL Mobile Limited

Manulife Excellence in Social Media Marketing

- "McDonald's x MIRROR - 麥炸雞"
McDonald's Hong Kong
- "The FANTASTIC EURO 2020"
Now TV
- "livi PayLater"
livi bank

McDonald's Hong Kong Excellence in Branding

- "CSL x MIRROR 5G Campaign"
CSL Mobile Limited
- "HSBC One - Say Goodbye to Wealth A0 Millennials Campaign"
HSBC
- "The Tuen Ma Line Opening"
MTR Corporation

Pizza Hut Hong Kong Excellence in Small Budget Marketing

- "CLP Energy Efficiency & Conservation (EE&C) Online Video"
CLP Power Hong Kong Limited

Tai Hing Group Excellence in Marketing Collaboration

- "Central Market: Revitalisation Project"
Chinachem Group
- "Sino Malls Consumption Voucher Scheme Promotions"
Sino Group
- "Sino Malls Disney Winter Celebration"
Sino Group, Lee Tung Avenue Management Company Ltd

Excellence in Agility and Crisis Management

- "Stay Strong, Stay Safe"
McDonald's Hong Kong

Excellence in Content Marketing

- "The Tuen Ma Line Opening"
MTR Corporation

Excellence in Customer Engagement and Experience

- "CSL x MIRROR 5G Campaign"
CSL Mobile Limited

Excellence in Customer Insights

- "Hong Kong's Laisee"
PayMe from HSBC
- "MTR Mobile 2.0"
MTR Corporation
- "HSBC EveryMile Credit Card Launch"
HSBC
- "SmarTone Home 5G Broadband - The New 5G Private Broadband Era"
SmarTone Mobile Communications Limited
- "McDonald's App 1st Anniversary - Celebrating the Super Fans"
McDonald's Hong Kong

Excellence in Innovative Use of Technology

- "CSL x MIRROR 5G Campaign"
CSL Mobile Limited
- "Hong Kong's Laisee"
PayMe from HSBC
- "McDonald's x Google - Media Targeting Through Machine Learning"
McDonald's Hong Kong

Excellence in Online and Offline Integration

- "送嘢就嚟Lalamove · 一Call萬應!"
Lalamove
- "McDonald's App 1st Anniversary - Celebrating the Super Fans"
McDonald's Hong Kong
- "Hong Kong's Wallet"
PayMe from HSBC

Excellence in Social Good

- "With Ping Pong, Achieve More and Beyond"
Hang Seng Bank
- "Hong Kong Neighbourhood: West Kowloon"
Hong Kong Tourism Board

Excellence in TV Commercial

- "CSL x MIRROR 5G Campaign"
CSL Mobile Limited

- "McDonald's x MIRROR - 麥炸雞"
McDonald's Hong Kong
- "HSBC Premier #ThisIsMyFamily Campaign"
HSBC

Excellence in Video Marketing

- "McDonald's App 1st Anniversary - Celebrating the Super Fans"
McDonald's Hong Kong
- "VIRTUAL BEN - WE KNOW, WHAT YOU 'KONG'"
WeLab Bank

AQUA PRO+TECH Marketers' Favourite Marketing Campaign

- "CSL x MIRROR 5G Campaign"
CSL Mobile Limited

INDIVIDUAL AWARDS

ViuTV Marketer of the Year

- Samantha Fan**
Hong Kong Tourism Board

Distinguished Marketing Leadership Awards

- Samantha Fan**
Hong Kong Tourism Board

- Jaslin Goh**
PayMe from HSBC

- Yen Lee**
Now TV

- Kai Tsang**
McDonald's Hong Kong

- Angela Wong**
AXA Hong Kong and Macau

- Ellie Chui**
McDonald's Hong Kong

- Jay Choi**
McDonald's Hong Kong

- Anne Leung**
Hong Kong Tourism Board

- Cola Mok**
Hang Seng Bank

- Lillian To**
McDonald's Hong Kong

- Mabel Wong**
TMF, Pricerite Group

- Agency of the Year**

- Agency of the Year (Local Category)**

- Cruiso Digital Solutions Limited**

- Gusto Collective**

- Uth Creative Group**

- Agency of the Year (Multinational Category)**

- DDB Group Hong Kong**

- OMD Hong Kong**

- Wunderman Thompson Hong Kong**

Panel of Judges (Campaign Awards)

Mr Dane Cheng Executive Director Hong Kong Tourism Board	Mr Tony Wong Co-Founder and Chief Executive Officer Shopline
Ms Charmaine Li Joint CEO The Kowloon Dairy Limited	Mr Alias Yeung Managing Director HP Inc Hong Kong Limited
Mr Kent Wong Managing Director Chow Tai Fook Jewellery Group Ltd	

Panel of Judges (Individual Awards)

Mr S K Cheong (Chairman) Vice Chairman HK Television Entertainment Co Ltd	Mr William Ip Vice President and Head of Digital Commerce, APAC Fiserv
Mr C K Chan Head of Hong Kong & Macau Tmall World	Mr Lawrence Lam Chief Executive Officer Prudential Hong Kong Limited
Ms Jojo Chan Executive Director Tai Hing Group Holdings Limited	Mr Raymond Lam General Manager Mabelle International Ltd
Ms May Chung General Manager Nestlé Hong Kong Ltd	Mr Joseph Lau Managing Director Multi-Franchise Group Hong Kong, Macau & Taiwan, Sime Derby Motor Group (HK) Limited
Mr Stephen Ho Founder and CEO n-hop Technologies Limited	Dr Kim Mak BBS JP President Caritas Institute of Higher Education and Caritas Bianchi College

Special Award Title Sponsors

AQUA PRO+TECH	McDonald's Hong Kong
Chow Tai Fook Jewellery Group Ltd	Pizza Hut Hong Kong Management Ltd
Citibank (Hong Kong) Limited	Tai Hing Group Holdings Ltd
Manulife (International) Limited	

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		MTR Corporation	Tom Lee Music Co Ltd

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HKT Limited

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The Hong Kong Advertisers Association
HKMA Digital Marketing Community
HKMA Sales and Marketing Executives Club



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NOW TV GOLD AWARD

“csl x MIRROR 5G Campaign” CSL Mobile Limited



Heading into the year of the Metaverse, csl's 5G was poised to be the building blocks for the next evolution of the Internet. As the pioneering telecom leader, csl teamed up with next generation boy band, MIRROR, to lead the city to “Experience the World Differently”, creating an immersive MIRROVERSE experience to bring the 5G concept to life.

Everybody could kick start their immersive journey when subscribing to the city's first csl x MIRROR 5G mobile plan. By navigating breakthrough 5G AR technology, subscribers could immerse themselves in a series of ground-breaking augmented experiences powered by csl 5G.

BRONZE AWARD

“McDonald's x MIRROR - 麥炸雞” McDonald's Hong Kong



Today, a campaign that can drive organic viral sharing between people will bound to be exponentially successful. It is for this reason that we call ‘Sharing - the new marketing currency’.

To truly own sharing for our Crispy Thighs campaign, we decided to leverage the biggest shared experience in town – MIRROR fandom. What came next was a seamless online-merge-offline campaign from online to in-store to all-around-town that created a mass sharing experience among our customers and even staff.

By leveraging sharing, we were able to drive stellar business results, uplift brand perception, and even become a part of pop culture!

EXCELLENCE AWARD

“The Tuen Ma Line Opening” MTR Corporation



The Tuen Ma Line links the east and west of the New Territories and east Kowloon, and the opening marked another milestone in Hong Kong's railway network development. MTR proactively leveraged this golden opportunity to rebuild affinity with Hongkongers. A brand-new bottom-up communication and marketing strategy in positioning the railway line as a “Community Railway” was deployed to keep stakeholders well informed and improve business transparency. The Corporation was mindful of relevancy, authenticity, and originality in delivering publicity content and promoting the captivating lifestyle choices enabled by the Tuen Ma Line as a respite from the dreadful pandemic. The launch achieved a reassuring reception, helping MTR win back citizens' hearts with a revitalized reputation.

MERIT AWARD

“HSBC One – Say Goodbye to Wealth A0 Millennials Campaign” HSBC



Via the “Wealth A0 Campaign”, HSBC One has created a new language to talk to the young millennials who may see conventional financial advices too jargonistic and too cliché. The campaign has created a unique lingo “Wealth A0”, which combines the young millennials' fascination with romance and their desire for wealth growth. It enabled us to speak in their language and create massive engagement by using Keung To and other influencers, and has opened up a channel of conversation and enticed the youth to actively seek out useful contents from HSBC and take their first step of wealth management forward.

MERIT AWARD

“HSBC EveryMile Credit Card Launch” HSBC



The pandemic has brought travel related industries to a halt, including the travel credit card business. Yet HSBC has turned such challenge into opportunity by launching its EveryMile Credit Card, redefining “travelling” to include local travel. Thereby, establishing its presence and cultivating usage behaviour while having the agility and flexibility to roll out various promotions when the situation recovers. The proposition “HSBC EveryMile Credit Card, Takes You Further Every Day” perfectly communicates the card's unique benefit of how every local commute could become mileage points and bring people closer to their next journey. Iconic creative elements were integrated across online and offline channels to reinforce the message, making HSBC EveryMile Credit Card the talk of the town.

SILVER AWARD

“McDonald's App 1st Anniversary – Celebrating the Super Fans” McDonald's Hong Kong



With the first anniversary of the McDonald's app, we wanted to deliver a new and better McDonald's experience for our fans. Through an empathetic approach, we delved deep into people's pain points and expectations for a new improved McDonald's experience. From this, we redefined convenience by introducing ‘Order Ahead’, eliminating the need to queue. To further amplify this improved experience, we rolled out fan-favourite offers and a fan-centric marketing campaign. By truly listening and responding to what our customers wanted, we were able to increase orders through the app, transform our business, and drive greater brand love.

EXCELLENCE AWARD

“Let's Lalamove It” Marketing Campaign Lalamove



Since 2013, Lalamove has tackled the logistics industry head on to find the most innovative solutions for the world's delivery needs. Millions of drivers and customers use our technology every day to connect with one another and move things that matter in 11 markets across Asia and Latin America.

Aspiring to become the top-of-mind on-demand delivery brand in Hong Kong, Lalamove launched “Let's Lalamove It!” (—Call萬應) campaign in 2021, introducing an energetic brand image and demonstrating an array of individual and business use cases where Lalamove provides simple, fast and affordable delivery solutions. The campaign has earned substantial brand awareness, brand affinity and business growth.

EXCELLENCE AWARD

“HSBC Premier #ThisIsMyFamily Campaign” HSBC



As the premium bank account of choice for the Mass Affluent families in Hong Kong, HSBC Premier has had its finger on the pulse of societal changes and how they impact the families' decisions over the years. With a refreshed proposition, HSBC Premier has evolved their image and capabilities to support Hongkongers' families to make bold moves for the future. The campaign has provoked reflections, discussions, and actions via influencer-driven social topics. The hashtag #ThisIsMyFamily and the family portraits of various types have rallied people behind the new, broader definition of family that HSBC Premier pledges to serve.

MERIT AWARD

“VIRTUAL BEN – WE KNOW, WHAT YOU “KONG”” WeLab Bank



Founded with the mission to support people in Hong Kong to “Manage, Save and Grow (M.S.G.)” their money, WeLab Bank is proud of its Hong Kong roots and deep understanding of local needs. The belief that HK deserves more and better local fintech innovation is what pushed us forward to take on the seemingly impossible feat.

We transformed ‘BenSir’ into ‘Virtual Ben’, incorporated his Cantonese expertise into our brand and product pitch. To show we really understood and support underserved customers with innovative banking solutions. Campaign results were outstanding. More importantly, customers see we actually live up to our promise.

MERIT AWARD

“Hong Kong's Laisee” PayMe from HSBC



In 2022, PayMe gamified the CNY experience with group e-laisee that users could share via social and messaging platforms, fixed sums for the conservative and lucky random amounts for the fun-lovers. The campaign took Hong Kong by storm; friends, family members, colleagues, all took part, connecting with each other and spreading joy at a time of social distancing.

Through this innovative social digital laisee feature, PayMe redefined CNY traditions with a whopping 5.3M e-laisee sent by users during the campaign period. This set new standards for the financial industry, for PayMe, for other banks and SVFs, challenging all to up their game to create better user experience, benefiting the greater community at large.



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