





Honoring marketing distinction in the post-Covid era

The recovery from the pandemic not only brings physical interactions back to marketing campaigns, but also witnesses breakthroughs related to the latest technological advance and topics of concern in the community. Distinguished examples, as well as the companies and individuals behind them, are recognized in the 2023 HKMA / ViuTV & Now TV Awards for Marketing Excellence, a coveted accolade that has been dubbed 'the Oscars' of the marketing profession

The 2023 HKMA / ViuTV & Now TV Awards for Marketing Excellence, organized by The Hong Kong Management Association and sponsored by ViuTV and Now TV, marks its 38th edition this year with results often cited as

the benchmark of the industry.

In reviewing this year's entries, SK Cheong, Chairman of the Organizing Committee of the Award, observes: "Apart from the growth of offline elements, many entries this year were launched out of public interest or concerns, and characterized by the application of cutting-edge technologies."

Of the ten finalists, "Yayoi Kusama: 1945 to Now" organized by M+, West Kowloon Cultural District stood out as

one of the campaigns designed for non-profit purpose this year.

The winning of such non-business campaigns reflects the means incredible efforts behind to win over the public

attention, highlights Cheong.

"HSBC Mobile Banking presents: DuoVerse" was also an outstanding success. As a 158-year-old British bank, HSBC refreshed its brand image to Gen Z by using the metaverse to organize an unprecedented music show seamlessly blending the physical and virtual realms.

In another case, AXA Hong Kong and Macau launched "Better protection, better healthcare", a campaign applied artificial intelligence to create high relevancy with target segment, and lead them gradually down the purchasing funnel.

The theme of environmental, social and governance (ESG) featured in two of this year's finalists, including "McDonald's Baby Shark 齊齊減塑" about reducing plastic consumption,

and a large-scale crowd-donation platform "Share for Good" developed by New World Development to help people in need amidst difficult times during COVID-19 pandemic.

Besides, in order to stay aligned with the rapidly evolving

business landscape, several special awards have been introduced this year, "Chow Tai Fook Excellence in Use of Data and Technology", "Manulife Excellence in Influencer Marketing", Excellence in Agility and Normalcy Resumption" and "Excellence in Segment Marketing", to recognize well-performed projects in specific areas that that have gained significant attention from businesses

The Award also sees a newly formed committee in Board of Examiners, the Chief Marketing Officer Committee, along with the Marketing Awards Organizing Committee and the Marketing Management Committee to diversify the judging

Looking at the many creative breakthroughs, Cheong believes marketers cannot afford to overlook the benefits of applying advanced technologies such as artificial intelligence and big data, which will help companies zero in on their target customers, though the technological development also leads to a more competitive market.

Therefore, it is of paramount importance for companies to build a brand, the unchanged core of business irrespective of changes in the market. Cheong emphasizes.

A tip Cheong offers to marketing professionals is to exploit data. For example, WeLend Limited, also one of the finalists, its campaign "When WeLend A.I. Technology and



Humanity Meet for Empowering 'Financial Sustainability'" optimized its lending solutions by analyzing the collected data nd finding the correlation between default rate and the time to

For the past 38 years, the Award has been widely roo the past 36 years, the Award has been widely recognized among marketing professionals due to the rigorous and transparent judging. To maintain its supreme status in the industry, Cheong stresses that the Organizing Committee will further fine-tune the processes, including helping contestants to better express themselves in a fair and equitable manner.

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2023 CAMPAIGN AWARDS

- 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"

HSRC

- 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"

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 Hina Caterina Group
- "When WeLend A.I. Technology and Humanity Meet for
- Empowering 'Financial Sustainability'

Special Awards

AXA Excellence in Greater Bay Area Marketing

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

Chow Tai Fook Excellence in Use of Data and

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

- Citibank Excellence in Innovation

 "HSBC Mobile Banking presents: DuoVerse" HSBC
- "Share for Good"

AXA Hong Kong and Macau

Citibank (Hong Kong) Ltd

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

Chow Tai Fook Jewellery Group Ltd McDonald's Hong Kong

Manulife Excellence in Influencer Marketing • "HSBC No.1 Buy Now Pay Later Campaign 2022"

- HSRC
- "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

McDonald's Hong Kong Excellence in Branding

- "Hang Seng 90th Anniversary Ever Growing Ever Innovating"
- Hana Sena Bank Limited
- "Yayoi Kusama: 1945 to Now" M+, West Kowloon Cultural Distric
- "McDonald's Raise Your Arches (去麥記 lor)"
- McDonald's Hong Kong

Pizza Hut Excellence in Content Marketing "HSBC Mobile Banking presents: DuoVerse"

HSBC

Prudential Excellence in Customer

- Engagement and Experience

 "Nobody Does Rugby Sevens Like Hong Kong"
- "HSBC Mobile Banking presents: DuoVerse
- "East Rail Line Cross Harbour Extension Opening Campaign"

Tai Hing Group Holdings Limited Excellence in Marketing

- Chinachem Group Central Market
- "Arts Cafe: Brushstrokes that Bridge Perspectives"
- "HSBC Premier Elevate Campaign"
- "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"

- "Share for Good' New World Developmen

Prudential Hong Kong Ltd

Tai Hing Group Holdings Ltd

- 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

CLP Power Hong Kong Ltd

Fantastic Natural Cosmetics Ltd

Fuii Photo Products Company Ltd

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 Hona Kona 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 "McDonald's Baby Shark 齊齊減塑"
- McDonald's Hong Kong
- "Share for Good"
 New World Development
- "Building Stronger Communities Together" The Hong Kong Jockey Club

Excellence in Video Marketing

"Here we are for your health

Prudential Hona Kona Limited

- FWD Hong Kong "McDonald's Big Mac x 季前賽 x 903 All Star 籃球賽"
- McDonald's Hona Kona "Prudential We Do Family Campaign -
- "Love Transcends Time"

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
- Saatchi & Saatchi

Agency of the Year (Local Category) Uth Creative Group Limited **OUTSTANDING MARKETING**

- **PROFESSIONAL AWARD**
- Jessica Chiu McDonald's Hong Kong
- Candy Chu MTR Corporation
- Pollex Lam
- McDonald's Hong Kong Kelvin Wai MTR Corporation

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Director of Marketing - Digital

Ms Angela Shing Asia Citi Global Wealth CMO & HK Head of Digital Sales and Marketing Citibank (Hong Kong) Ltd Ms Catherine Wong General Manager - Retail Marketing and Sales Hong Kong & China Gas Co Ltd

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Managing Director NEC Hong Kong Limited Mr Franz Wu Co-Founder, CEO and Chairman Yoho Group

Ms Elsa Wong

Panel of Judges (Individual Awards)

Mr Tom Chan

Programme

Managing Director Franck Muller (HK) Limited

HP Inc. Hong Kong Limited

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Special Award Title Sponsors

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NOW TV GOLD AWARD

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

weshKowloon 西九文化區

Located at the heart of the West Kowloon Cultural District, M+ is one of the largest museums of contemporary visual culture in the world. The Yayoi Kusama Special Exhibition at M+ pioneered an innovative marketing approach focused on accessibility, reaching the wider community by bringing art beyond the four walls of the museum. M+ carried out Kusama's

vision of making art accessible to everyone through AR interaction across public spaces, mental wellness workshops, and community partnerships. As M+'s first ticketed exhibition, this holistic range of experiential activities succeeded in driving engagement and visitation. M+ demonstrated how cultural institutions can reimagine their role of bringing diverse audiences together and catalysing positive change through supportive connections between M+, the art, the artist and the community.

BRONZE AWARD

"HSBC Mobile Banking presents: DuoVerse" HSBC



How do you attract younger consumers when all they want are exciting, innovative experiences?

By leveraging two of the hottest trends among young consumers, concerts and the metaverse, HSBC created the world's first DuoVerse; a

music show featuring the duo of Tyson Yoshi and Serrini that could be experienced in both the real and virtual worlds at exactly the same time.

This truly unique and innovative experience was a groundbreaking way to engage with customers, and helped position HSBC's digital capabilities as a market leader.

By bringing younger consumers truly innovative experiences that are relevant to them, HSBC were able to claimed its spot as a leading digital bank, and increased our brand perception particularly to younger customers.

EXCELLENCE AWARD

MTR

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

The East Rail Line Cross-Harbour Extension Service Commencement marked a momentous occasion for MTR. We developed a comprehensive communication strategy to engage and ignite excitement and momentum within the community. MTR aimed to build public anticipation, improve brand reputation, and strengthen the loyalty of both fans and stakeholders.

The city-wide excitement successfully elevated MTR's corporate image, customer satisfaction, and patronage performance. Moreover, this revolutionary mode of transport generated continuous connections and convenience for our passengers.

The success of the campaign has provided a strong foundation for MTR to bring positivity to our passengers. It has also contributed to a new legacy in cultural preservation, fostering a sense of pride and heritage within the community.

MERIT AWARD

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

To build love for our iconic Big Mac to Gen Z, we introduced a new rival product – the Chicken Big Mac and ignited a rivalry in pop culture. Partnering with ViuTV, we co-created a TV drama called "We Got Game" featuring a

basketball rivalry, with our brand being a part of the story. We then extended the TV drama in our campaign, with all elements working to ignite rivalry among fans. Our campaign finale was an All-star basketball tournament co-hosted with Commercial Radio 930. From the Viu TV drama partnership, to TVCs, online videos, in-store, collectible items and more, every touchpoint worked together to drive a full-funnel online-merge-offline experience. Finally, we drove record high sales of the Big Mac Series.

MERIT AWARD

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

By constantly pushing boundaries through innovation, Tai Hing marked the 33rd anniversary in 2022, the time for a CHANGE.

Tai Hing sold a cup of milk tea in less than three seconds in 2021, and has been at the forefront of preserving its authentic taste, introducing its brand

originality with a unique serving method in ice bath. New flavors which resonated with HK's intangible cultural heritage were unveiled to enrich customers novel taste experiences.

Tai Hing derived the canned drink market with their own factories, pursuing point of sales in supermarket and online sales to meet customer needs.

The campaign achieved business growth and market success, making authentic local milk tea available for anyone, anytime, anywhere.

SILVER AWARD

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



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AXA embarked on the impactful "Better protection, better healthcare" campaign to address the high percentage of uninsured individuals in Hong Kong. Recognising customers' tendency to make excuses and delay purchasing medical protection, AXA devised a strategy that leveraged

unexpected media channels and dynamic creative optimization (DCO) technology to deliver contextually relevant messages. The campaign successfully resonated with customers, gradually guiding them towards choosing the AXA WiseGuard Pro Medical Insurance Plan. This approach yielded remarkable results, driving both sales and brand recognition, and further establishing AXA as a leading health insurer in the market. The campaign's achievements solidify AXA's position as a trusted provider of healthcare solutions, demonstrating our commitment to enhancing the well-being of HongKongers.

EXCELLENCE AWARD

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

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To promote plastic reduction in Hong Kong, McDonald's took a two-pronged approach of action and education. McDonald's first took a leading step in changing plastic cutlery to wooden cutlery, eliminating over 100 million pieces of plastic annually. We then educated the importance of sustainability

to families via a Happy Meal Campaign featuring kids' favourite influencer - Baby Shark. We created a series of Baby Shark storybooks, a fun family theme store, and even engaged celebrity father Aaron Kwok to be our sustainability ambassador, announcing our plastic reduction initiative by performing the Baby Shark theme song. Finally, to create lasting impact to society, McDonald's gained numerous PR stories that spread its sustainability message to diverse communities from business to entertainment communities.

EXCELLENCE AWARD

"Share for Good" New World Development



When the fifth wave of the pandemic hit, brands and companies across all sectors sprung into action ready to help. But there was

one problem: Nobody knew where to begin. Hong Kong needed more than just donors. With its belief in Creating Shared Value, NWD stepped up to be the organising force that would democratise the act of giving - it set out to create a groundbreaking platform that would make it easy and more efficient for NGOs.

In only three weeks, NWD launched Share for Good, Hong Kong's first crowd donation platform that brings together donors, NGOs and beneficiaries. Combining innovative Enterprise Resource Planning systems with partners across logistics, medical supplies and more, Share for Good connected thousands of donors with NGOs, whose donations directly reached those in need. Share for Good remains the leading platform in Hong Kong that can mobilise the entire city to truly do good at scale.

MERIT AWARD

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

M

With the lifting of pandemic restrictions in early 2022, McDonald's wanted to reconnect with HongKongers and invite everyone back to its stores to rebuild the iconic status of McDonald's place. Inspired by the McDonald's Global idea

of "Raise Your Arches", we turned the raised eyebrow expression and cropped golden arches logo into a highly localized invitation to go to McDonald's. With the help of Hong Kong stars and celebrities from all walks of life, we let people play with the idea and invite each other to go to McDonald's, driving record-high traffic to our stores.

MERIT AWARD

WeLend

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

As the largest purely online lending platform in Hong Kong and supported by its parent company WeLab Group, WeLend combines technology and A.I. solutions to offer a humanized, tailor-made and simplified loan application process, delivering a seamless lending service to customers in a matter of seconds.

To address hidden consumer needs and seize business opportunities arose from the post-pandemic macroeconomic and market changes, WeLend pioneered the A.I. wave with long-standing commitment to revolutionize the loan industry by leveraging over 400 million sets of demographic and behavioral data, and developed the industry exclusive, new credit evaluation system – "WeScore Financial Health Evaluation" (WeScore), aiming to foster people's long-term financial well-being. WeScore's user experience is elegantly crafted into a seamless four-step process, ensuring customers receive their own WeScore scoring, suitable loan plans, personalized financial recommendations, and long-term valuable credit insights.

By launching WeScore, WeLend emerged as the first loan provider, and the first financial institution, to acknowledge the significant impact of credit scores on individuals' life plans.