



2023 HKMA/ViuTV & Now TV Awards For Marketing Excellence



NOW TV GOLD AWARD

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



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.

SILVER AWARD

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



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.

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

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



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

"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.

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 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

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



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

"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.

MERIT AWARD

"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.