



# 2024 HKMA/ViuTV & Now TV Awards For Marketing Excellence



## Recognizing marketing excellence, innovations and breakthroughs

In the local marketplace, the economic recovery following the pandemic has rejuvenated brand narratives, promoting a harmonious balance of face-to-face connections and creative initiatives fueled by emerging digital trends and social responsibilities. Notable achievements in this respect, along with the companies and individuals responsible for them, are celebrated at the 2024 HKMA/Viu TV & Now TV Awards for Marketing Excellence, a prestigious honor widely regarded as the 'Oscars of the Hong Kong marketing industry'.

The 2024 HKMA/Viu TV & Now TV Awards for Marketing Excellence, organized by The Hong Kong Management Association and sponsored by Viu TV and Now TV, marks its 39th edition this year, recognizing and showcasing outstanding results. Reviewing this year's entries, SK Cheong, Chairman of the Organizing Committee of the Award, says, "One thing I've observed is that we are very fast learners when it comes to digital marketing. From what I've seen recently, I believe we excel in communicating with our target consumers via social media and building extensive connections with KOLs, which provides us with outstanding online leverage. And of course, after the pandemic, there has been a marked resurgence in outdoor campaigns."

Another salient development, Cheong notes, is the increasing number of marketing breakthroughs with AI for which there is a specific award category. Additionally, there are quite a few entries featuring 'bold' marketing campaigns, where they opted for high-risk marketing strategies and achieved great success.

Of the ten finalists, the "McDonald's Coffee Retirement" campaign organized by McDonald's Hong Kong as one of the most outstanding campaigns. It used Measurable AI to analyze a year of McDonald's mobile app orders to identify popular beverages, peak ordering times, and other consumer insights. The resulting pie charts highlight Hongkongers' habits and preferences, reflecting the city's diverse dining culture.

The "HSBC Fraud (囍) Fair" hosted Hong Kong's first bank-led

fraud fair, an art exhibition to raise awareness on fraud prevention. The event featured over 20 physical and interactive artworks illustrating common fraud tactics, inspired by scam victims' experiences. Using accessible language and creative techniques, the exhibits effectively connected with audiences and highlighted the impact of fraud.

Teaming up with real mothers to promote HKTVMall as a top shopping choice, the Hong Kong Technology Venture Company Limited organized a mom-certified campaign that was launched across 58 MTR stations. It featured 50 diverse mothers, emphasizing authentic stories over celebrity status to create genuine family connections.

The theme of innovation was highlighted by one of the finalists, "Explore The 7-SELECT Foodie-Verse: Anytime Anywhere" by DFI Retail Group - 7-Eleven Hong Kong & Macau. Meanwhile, the theme of 'social and community' was represented by the "Fraud Chart Award Public Education Campaign" by Hang Seng Bank Limited.

There are some enhancements to this year's award categories, with one gold, two silver, and two bronze awards, along with five excellence awards, as well as the newly-added Best Organization Award. This award honors organizations that excel in successful marketing campaigns, positively impact the marketing community, and achieve notable results in Campaign and Individual Awards.

There are five companies eligible for the Best Organization Award this year. To qualify for the Best Organization Award, organizations must enter at least two Campaign Awards and one Individual Award. No additional write-ups are needed for eligibility.



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

Cheong notes that next year marks the 40th anniversary of the award, a landmark event that deserves some special celebration. "We are still working out the details, but there will definitely be something on the burgeoning use of AI," he reveals. "But overall, we're going to showcase the ever-evolving marketing scene and the achievements and progress we've made throughout the four decades."

To expand the impact and coverage of the Marketing Awards, Cheong emphasizes the importance of engaging with more young marketers, and also with university students who study business or marketing. "We shall remain focused on sharing and recognizing success in marketing, which is clearly worth maintaining for its contribution to society at large," he concludes.

### Board of Examiners (Marketing Awards Organizing Committee)

- |   |  |
|---|--|
| <b>S K Cheong (Chairman)</b><br>Vice Chairman<br>HK Television Entertainment Co Ltd<br>Hong Kong Economic Journal Co., Ltd. | <b>Brian Hui</b><br>Managing Director and Head of Customer Propositions and Marketing, Wealth and Personal Banking<br>HSBC |
| <b>C K Chan</b><br>Tmall World<br>Head of Hong Kong & Macau   | <b>Lawrence Lam</b><br>Chief Executive Officer<br>Prudential Hong Kong Limited   |
| <b>Darren Chan</b><br>Managing Director<br>Wellcome Hong Kong & Macau<br>DFI Retail Group                                   | <b>Steve Ng</b><br>Managing Director, Commercial Group<br>HKT  |
| <b>JoJo Chan</b><br>Executive Director<br>Tai Hing Group Holdings Limited   | <b>Francis Phua</b><br>Managing Director<br>Frank Muller   |
| <b>Derek Choi</b><br>Managing Director<br>HKT Home  | <b>Gareth Pope</b><br>SVP - Asia Pacific<br>lululemon  |
|   | <b>Ivan Wong</b><br>Chief Executive<br>Ocean Park Corporation  |

### Board of Examiners (Marketing Management Committee 2023/24)

- |   |   |
|---|---|
| <b>S K Cheong (Chairman)</b><br>Vice Chairman<br>HK Television Entertainment Co Ltd<br>Chairman<br>Hong Kong Economic Journal Co., Ltd. | <b>Vincent Leung</b><br>Vice Chairman<br>Peoples Smart Living Limited               |
| <b>Calvin Chan</b><br>Chairman & CEO<br>CATALO Group  | <b>Edmund Mak</b><br>Partner<br>Funder Capital Group                                |
| <b>Dr Bankee Kwan JP</b><br>Chairman & CEO<br>CASH Group  | <b>Stanley Sun</b><br>Managing Director<br>Fuji Photo Products Co Ltd               |
| <b>Prof Randy Lai</b><br>CEO<br>McDonald's Hong Kong  | <b>Larry Sze</b><br>Chairman<br>Gibb Livingston & Co                                |
| <b>Bruce Lam</b><br>Chief Executive Officer,<br>Consumer<br>HKT Limited   | <b>Prof Kent Wong</b><br>Managing Director<br>Chow Tai Fook Jewellery Group Limited |
| <b>Frank Lee</b><br>President<br>Tom Lee Music Co. Ltd  | <b>Robert Young</b><br>Member<br>Marketing Management Committee                     |
|   | <b>Titus Yu</b><br>Senior Regional Director<br>Prudential Hong Kong Ltd             |

### Board of Examiners (Chief Marketing Officer Committee)

- |   |   |
|---|---|
| <b>Tina Chao</b><br>Chief Marketing and Digital Customer Experience Officer<br>McDonald's Hong Kong | <b>Angela Shing</b><br>Asia Citi Global Wealth CMO & HK Head of Digital Sales and Marketing<br>Citibank     |
| <b>Diane Chiu</b><br>General Manager, Marketing & Revenue Management<br>MTR Corporation             | <b>Cheuk Shum</b><br>Managing Director, Head of Marketing<br>Wealth and Personal Banking,<br>HSBC Hong Kong |
| <b>Ivan Choi</b><br>Chief Customer & Marketing Officer<br>Prudential Hong Kong Limited              | <b>Angela Wong</b><br>Chief Marketing and Customer Officer<br>AXA Hong Kong and Macau                       |
| <b>Matthew Lam</b><br>Director of Marketing - Digital<br>SWIRE Hotels Group                         | <b>Eddy Yip</b><br>Product & Marketing Director - HK & TW, Territory Manager HK<br>Trip.com                 |
| <b>Eric Lin</b><br>General Manager, HK & Macau<br>Lee Kum Kee                                       |   |

### Panel of Judges (Campaign Awards)

- |   |  |
|---|--|
| <b>Donald Choi</b><br>Chief Executive Officer<br>Chinachem Group        | <b>Thomas Leung</b><br>Managing Partner - Markets, Mainland China and Hong Kong<br>PwC China               |
| <b>Michelle Chan</b><br>Managing Director<br>A.S. Watson Industries Ltd | <b>Enid Low</b><br>Chief Strategy Officer<br>AsiaWorld-Expo  |
| <b>Ricky Chong</b><br>Managing Director<br>Ricoh Hong Kong              | <b>Vivien Yau</b><br>General Manager - Hong Kong & Macau<br>New Balance Athletic Shoes (Hong Kong) Limited |
| <b>Maureen Fung</b><br>Executive Director<br>Sun Hung Kai Properties    | <b>G P Yeow</b><br>General Manager<br>JW Marriott Hotel Hong Kong  |

### Panel of Judges (Individual Awards)

- |  |  |
|--|--|
| <b>S K Cheong</b><br>Vice Chairman<br>HK Television Entertainment Co Ltd<br>Chairman<br>Hong Kong Economic Journal Co., Ltd. | <b>Lawrence Lam</b><br>Chief Executive Officer<br>Prudential Hong Kong Limited |
| <b>JoJo Chan</b><br>Executive Director<br>Tai Hing Group Holdings Limited  | <b>Steve Ng</b><br>Managing Director, Commercial Group<br>HKT                  |
| <b>Derek Choi</b><br>Managing Director<br>HKT Home   | <b>Ivan Wong</b><br>Chief Executive<br>Ocean Park Corporation                  |

### 2024 CAMPAIGN AWARDS

**Best Organization Award**  
The Hongkong and Shanghai Banking Corporation Limited

**Now TV Gold Award**  
McDonald's Coffee Retirement  
McDonald's Hong Kong

**Silver Awards**  
**Preferred Banking - Be A Game Changer And "Carry" Yourself Campaign**  
Hang Seng Bank Limited

**HSBC Fraud (囍) Fair**  
The Hongkong and Shanghai Banking Corporation Limited

**Bronze Awards**  
From "NO" to "YES" here to protect you always  
AXA Hong Kong and Macau

**Mom-certified**  
Hong Kong Technology Venture Company Limited

**Excellence Awards**  
**Ho Chai Kung March**  
Ho Chai Kung Medicine Manufactory Limited

Explore The 7-SELECT Foodie-Verse. Anytime Anywhere  
DFI Retail Group - 7-Eleven Hong Kong & Macau

**Hello Hong Kong Recover Campaign**  
Hong Kong Tourism Board

**HSBC Premier Elite**  
The Hongkong and Shanghai Banking Corporation Limited

**ART IN MTR: HEALING AND INSPIRING JOURNEYS IN COVID**  
MTR Corporation

**ViuTV Marketer of the Year**  
**Ivan Choi**  
Assistant Director - Marketing  
McDonald's Hong Kong

**Distinguished Marketing Leadership Awards**  
**Ivan Choi**  
Assistant Director - Marketing  
McDonald's Hong Kong

**Marco Lee**  
Deputy Head of Marketing, Wealth & Retail Banking Hong Kong  
Standard Chartered Hong Kong

**Individual Award Winner**  
**Terrence Cheung**  
Marketing Manager, Wealth and Personal Banking  
The Hongkong and Shanghai Banking Corporation Limited

**Kimmy Ip**  
Senior Marketing Manager  
Octopus Cards Limited

**Milky Lau**  
Deputy General Manager, Sales and Marketing  
Octopus Cards Limited

**Roy Lee**  
Manager, Brand and Advertising  
AXA

**Lance Tsang**  
Assistant Director - Marketing  
McDonald's Hong Kong

**Linda Wong**  
Senior Marketing & Events Specialist  
CLP Power Hong Kong Limited

**AXA Excellence in Environmental Good**  
Unique, and millions of years in the making, Nina Park  
Chinachem Group

**CLP Green Studio: 15-year Low-carbon Education Mission**  
CLP Power Hong Kong Limited

**#MissionZero**  
Citybus Limited

**Chow Tai Fook Excellence in Use of Data and Technology**  
Explore The 7-SELECT Foodie-Verse. Anytime Anywhere  
DFI Retail Group - 7-Eleven Hong Kong & Macau

**Wealth Decoded**  
The Hongkong and Shanghai Banking Corporation Limited

**CreFIT**  
VCREDIT Finance Limited

**Citibank Excellence in Innovation**  
Explore The 7-SELECT Foodie-Verse. Anytime Anywhere  
DFI Retail Group - 7-Eleven Hong Kong & Macau

**HSBC Fraud (囍) Fair**  
The Hongkong and Shanghai Banking Corporation Limited

**Wealth Decoded**  
The Hongkong and Shanghai Banking Corporation Limited

**NARS HK Conversational Commerce Tool powered by Generative AI**  
Shiseido Hong Kong Limited

**HSBC Hong Kong Marketers' Favourite Marketing Campaign**  
**HSBC Fraud (囍) Fair**  
The Hongkong and Shanghai Banking Corporation Limited

**McDonald's Hong Kong Excellence in Branding**  
Nobody Does Rugby Like Hong Kong  
Cathy

**Preferred Banking - Be A Game Changer And "Carry" Yourself Campaign**  
Hang Seng Bank Limited

**HSBC Premier Elite**  
The Hongkong and Shanghai Banking Corporation Limited

**McDonald's Coffee Retirement**  
McDonald's Hong Kong

**Prudential Hong Kong Excellence in Customer Engagement and Experience**  
**HSBC Fraud (囍) Fair**  
The Hongkong and Shanghai Banking Corporation Limited

**ART IN MTR: HEALING AND INSPIRING JOURNEYS IN COVID**  
MTR Corporation

**SC Travel: Journey Reimagined Campaign**  
Standard Chartered Hong Kong

**Tai Hing Group Holdings Limited Excellence in Marketing Collaboration**  
Chubby Hearts Hong Kong  
Hong Kong Design Centre

**Hello Hong Kong Recover Campaign**  
Hong Kong Tourism Board

**SC Travel: Journey Reimagined Campaign**  
Standard Chartered Hong Kong

**Excellence in Content Marketing**  
**HSBC Fraud (囍) Fair**  
The Hongkong and Shanghai Banking Corporation Limited

**Excellence in Customer Insights**  
From "NO" to "YES" here to protect you always  
AXA Hong Kong and Macau

**Excellence in Influencer Marketing**  
**GO! GingerOnion "Dream-Blessing Ceremony"**  
Hang Seng Bank Limited

**Mom-certified**  
Hong Kong Technology Venture Company Limited

**HSBC Premier Elite**  
The Hongkong and Shanghai Banking Corporation Limited

**Excellence in Online and Offline Integration**  
**McDonald's Coffee Retirement**  
McDonald's Hong Kong

**Excellence in Segment Marketing**  
DBS BusinessClass SME Sustainability Campaign  
DBS Bank (Hong Kong) Limited

**Prestige Banking - CFO Campaign**  
Hang Seng Bank Limited

**Preferred Banking - Be A Game Changer And "Carry" Yourself Campaign**  
Hang Seng Bank Limited

**Excellence in Small Budget Marketing**  
Discovery Bay Nextwave Beach Music Festival 2023  
Hong Kong Resort Co. Ltd.

**SOULFULL**  
The Hongkong and Shanghai Banking Corporation Limited

**Graffitiastic New Year**  
Tim Ho Wan

**Excellence in Social and Community Good**  
Chubby Hearts Hong Kong  
Hong Kong Design Centre

**Fraud Chart Awards Public Education Campaign**  
Hang Seng Bank Limited

**HSBC Fraud (囍) Fair**  
The Hongkong and Shanghai Banking Corporation Limited

**SOULFULL**  
The Hongkong and Shanghai Banking Corporation Limited

**Excellence in TV Commercial**  
**FWD 10th anniversary - "Here we are for your health"**  
FWD Life Insurance Company (Bermuda) Limited

**Ho Chai Kung March**  
Ho Chai Kung Medicine Manufactory Limited

**Excellence in Video Marketing**  
**We Know How**  
Cathay Cargo

Explore The 7-SELECT Foodie-Verse. Anytime Anywhere  
DFI Retail Group - 7-Eleven Hong Kong & Macau

**Agencies of the Year (Multinational Category)**  
Omnicom Media Group  
Saatchi & Saatchi

**Agencies of the Year (Local Category)**  
Hungry Digital Limited  
NNNNNN LIMIED.  
PERKS PRODUCTION

### Title Sponsors

ViuTV

Now TV

### Special Award Title Sponsors

AXA Hong Kong and Macau  
Chow Tai Fook Jewellery Group

Citibank (Hong Kong) Limited  
HSBC Hong Kong  
McDonald's Hong Kong

Prudential Hong Kong  
Tai Hing Group Holdings Limited

HP

### Corporate Sponsors

CLP Power Hong Kong Limited  
Fantastic Natural Cosmetics Limited  
Fuji Photo Products Company Limited

The Hong Kong and China Gas Company Limited  
Hong Kong Economic Times

HKT Limited  
Hong Kong Tourism Board  
MTR Corporation

HKT Limited  
Peoples Smart Living Limited  
PrimeCredit Limited  
The Standard

### Supporting Organizations

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





# 2024 HKMA/ViuTV & Now TV Awards For Marketing Excellence



## BEST ORGANIZATION AWARD



### Campaign Award Winners:

HSBC Fraud (嘔) Fair  
HSBC Premier Elite  
SOULFULL  
Wealth Decoded

### Campaign Award Winners:

Mr Terrence Cheung, Marketing Manager,  
Wealth and Personal Banking

## NOW TV GOLD AWARD

### McDonald's Coffee Retirement

McDonald's Hong Kong



To enhance the coffee experience for customers, McDonald's upgraded the basic coffee to premium McCafé coffee across all 250+ stores.

Drawing on the insight that people value what they anticipate losing, we initiated a campaign with a captivating announcement - "The Retirement of McDonald's Coffee." This announcement quickly became the talk of the town, sparking conversations and generating buzz on social media.

Subsequently, not only did we receive widespread appreciation from customers upon unveiling the transition to McCafé coffee, but we also swiftly rose to become the top coffee player in the market in just three months.

## SILVER AWARD

### HSBC Fraud (嘔)Fair

HSBC



Despite numerous awareness campaigns, financial fraud in Hong Kong continues to rise, indicating a need for a fresh approach. HSBC has stepped up by using art to convey this critical topic.

The HSBC Fraud Fair utilised art, digital innovation, and social activism to deliver the impactful message, "Unmask Fraudsters Through Art." Endorsed by the Hong Kong Monetary Authority, the exhibition brought fraud stories to life with 20 installations across 9 sections, offering the public a free, educational, and entertaining experience.

HSBC believes in the transformative power of creativity, demonstrating that innovation for good can redefine narratives. The campaign's viral success and global engagement showcased the limitless possibilities when creativity and purpose align.

## BRONZE AWARD

### Mom-certified

HKTVMall



As one of the biggest e-commerce platforms in Hong Kong, how does HKTVMall compete against offline shopping habits to become a household name?

To compete against the entire brick-and-mortar grocery category, HKTVMall used the real-life stories of celebrities and everyday mothers — true member data, as well as insights from loyal customers — to create a campaign based on an idea that everyone already knows: "Moms know best."

Blanketing Hong Kong with OOH placements featuring moms from all walks of life and testimonials, HKTVMall strengthened its connection to customers, turning a trend into a habit, driving the highest active user activity in its history.

## EXCELLENCE AWARD

### Explore The 7-SELECT Foodie-Verse. Anytime Anywhere

DFI Retail Group - 7-Eleven Hong Kong & Macau



7-Eleven's 7-SELECT ready-to-eat offerings were often seen as a last resort in Hong Kong. To shift this perception, 7-Eleven emphasized its unique advantage: diversity. Rather than focusing solely on taste and freshness, the brand reframed its offerings as part of a culinary adventure, using the popular multiverse concept and generative AI. The result was the creation of the 7-SELECT Foodie-verse.

A first-in-market campaign featured a captivating hero video, where Dee Gor@ERROR explored a whimsical world of diverse flavors and AI-generated visuals. The campaign extended across various touchpoints, offering fun, unexpected experiences. It successfully boosted both business and brand perception, showcasing the potential of generative AI in video production and setting the stage for broader industry adoption of the technology.

## EXCELLENCE AWARD

### HSBC Premier Elite

HSBC



HSBC Jade was a cherished banking tier in Hong Kong. However, as HSBC evolved globally, the decision to streamline customer segments opened the door for new opportunities.

To enhance its offerings, HSBC introduced a new upper-affluent tier within HSBC Premier: HSBC Premier Elite, which not only aimed to replace Jade but also positioned itself as an upgrade.

By leveraging reverse marketing and emphasising lifestyle elements, HSBC crafted a "club within a club". This exclusive approach fostered a sense of belonging and effectively elevated the client experience by aligning with clients' mindsets and aspirations. With focus beyond banking - to lifestyle, HSBC not only retained Jade clients but also attracted new ones, solidifying HSBC Premier Elite as a leading banking option in upper affluent segment.

## SILVER AWARD



### Preferred Banking - Be A Game Changer And "Carry" Yourself Campaign

Hang Seng Bank Limited

In a banking landscape characterized by abundant choices and low loyalty, Hang Seng Preferred Banking captured the hearts of the younger generation via 'Be A Game Changer And "Carry" Yourself!' campaign.

Recognizing gaming as a defining aspect of new generation's identity, we crafted 14 virtual game cards, each representing a unique character, vital financial skill, and a mission guide.

A single QR code scan instantly brought customers to a card-drawing game on HARO WhatsApp. We promptly followed up with actionable messages, hyper-personalized experience and tips that were tailored to specific money goals.

This marketing campaign marked a meaningful step toward reinventing banking experience and driving the banking industry towards a more innovative future.

## BRONZE AWARD

### From "NO" to "YES" here to protect you always

AXA Hong Kong and Macau



AXA CareForAll campaign addresses the reality that many individuals in Hong Kong lack of comprehensive access to insurance coverage, leading to marginalisation and neglect in their pursuit of essential insurance.

The campaign aims to provide essential protection to these unprotected individuals, particularly those having substandard health conditions. By positioning itself as an innovative brand that protects the unprotected, AXA offers inclusive protection solutions and aims to transform the narrative from rejection to acceptance, symbolised by the tagline "From NO to YES".

The groundbreaking campaign features a simplified underwriting process and a highly targeted distribution strategy, resulting in remarkable business results and a positive shift in perception of AXA. CareForAll not only establishes AXA as a purpose-driven brand but also contributes to the "Social" aspect of ESG, embodying the inclusive protection for the people.

## EXCELLENCE AWARD

### Ho Chai Kung March 何濟公進行曲

Ho Chai Kung Medicine Manufactory Limited



Ho Chai Kung (HCK) challenged OTC advertising norms with an innovative TV commercial that quickly rejuvenated its market standing in Hong Kong and the Greater Bay Area. During the

COVID-19 pandemic, demand for fever and pain relievers surged, exposing reliance on major brands and limited awareness of alternatives like HCK, an 80-year-old Hong Kong brand. Despite its trusted legacy, HCK struggled with brand recall among younger consumers. To revitalize its presence, HCK featured celebrity Hins Cheung in a humorous "racer" TV ad with a catchy melody, leveraging Easter eggs tied to his social media. This bold approach boosted engagement, sparked public discussion, and solidified HCK's position, as evidenced by strong sales and abundant user-generated content.

## EXCELLENCE AWARD

### Hello Hong Kong Recovery Campaign

Hong Kong Tourism Board



With prolonged travel restrictions and a late border reopening, Hong Kong witnessed tourists' schedules becoming inundated with bookings for "revenge travel".

We initiated the city's largest collaborative marketing campaign, a tactical initiative to swiftly draw visitors back to Hong Kong. Through multilayered collaborations, we transformed places into personal connections as it sought to engage industry partners, local businesses, media, and Hong Kong enthusiasts worldwide through a simple yet impactful concept: "Hello Hong Kong".

The "Hello Hong Kong" campaign, which extended our greatest welcome to the world, laid the groundwork for the city's ongoing tourism recovery efforts. It initiated a renewed dialogue about Hong Kong's position as a premier travel destination, promising enriching experiences to entice future visitors.

## EXCELLENCE AWARD

### ART IN MTR: HEALING AND INSPIRING JOURNEYS IN COVID RECOVERY

MTR Corporation



As society gradually returned to normalcy after COVID, MTR embarked on a mission to reconnect with the public. Embracing the significance of art, culture, and the preservation of the city's heritage, MTR launched the Art in MTR: Healing and Inspiring Journeys in COVID Recovery initiative.

Leveraging on its extensive network and collaborating with artists and galleries, MTR harnessed the transformative power of art by converting trains, platforms, and even entire stations into vibrant showcases of creativity, essentially becoming moving art galleries. This initiative not only captivated passengers and enriched their journeys but also generated marketing and commercial opportunities, fostering new avenues for engagement within the network and forging connections that resonate deeply with people's inner spirit.