



Celebrating 40 years of marketing excellence in Hong Kong

Established in 1985, the 2025 HKMA/ViuTV & Now TV Awards for Marketing Excellence has been bestowing honour and public recognition on individuals and organizations that have, through outstanding marketing programmes, broken barriers and raised the standards of the marketing profession in Hong Kong. With 40 year’s hard work, the Awards has been known as the “Oscars of marketing in Hong Kong” and mark its 40th anniversary this year.

This year, four sets of grand prizes will be presented to honour the achievements and contributions of distinguished organizations and leaders who have shaped the marketing profession over the past 40 years, as highlighted by Mr. SK Cheong, Chairman of the Marketing Awards Organizing Committee.

The recipients of the 40th Anniversary Best Marketing Exemplar Awards and the Best Agency Awards were determined by a weighted system that recognizes their outstanding performance and involvement in the Awards over the past four decades.

For the 40th Anniversary Best TV Commercial and Video Marketing Award, ten finalists were selected from 26 eligible campaigns. At final stage, over 600 participants at the Award Seminar held in September casted their votes to determine the winner.

The Lifetime Achievement Award for Key Contributor goes to Robert Young nominated by the 40th Anniversary Committee, who has been instrumental in upholding the fairness and integrity of the Awards since 1999. In particularly, he established a normalized scoring system which ensures that all examiners and judges make their decisions independently while maintaining equal influence on the overall results.

A veteran who has been working with the Award for 36 years, Cheong says that many improvements have been made over the years, but fairness remains unchanged. This credibility is built upon a rigorous judging mechanism, anchored by a strong combination of CEOs and CMOs serving on the judging panels.

Over the years, special awards for different aspects of marketing were also introduced, as well as individual awards and best organization awards, increasing the intensity of the competition and attracting entries from a large variety of companies.

All in all, he is pleased to see very high standards every year. He also finds it interesting to see that the Award reflects the ever-revolving scenes in the market, from property campaigns to virtual banks, and from introducing digital, interactive and online communications like social media to utilizing AI-analyzed big data.

He points out that it is always a good mix of industries has made it to the final ten. Every year in September, the ten finalists share the winning strategies behind their campaigns at the Marketing Award Seminar, providing valuable opportunities for marketers to learn from best practices. Held every September, the Seminar has become a



Mr S K Cheong
Vice Chairman, HK Television Entertainment Co Ltd; and Chairman, Hong Kong Economic Journal Co Ltd

signature event on every marketer’s annual calendar, attracting more than 600 participants each year.

Regardless of the background and motive of the marketing campaign, the winners always stand out from the rest, as Cheong sums up in a very simple sentence: “The winners can explain in a logical and substantiated way on how they have achieved their objectives through the marketing campaign which they initiated.”

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HSBC

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AXA

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West Kowloon Cultural District
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Managing Director
CLP Power Hong Kong

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Hong Kong Representative Office
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HKMA Digital Marketing Community

Ms Angela Wong
Chief Marketing and Customer Officer
AXA

40th ANNIVERSARY AWARDS

40th Anniversary Best TV Commercial and Video Marketing Award
“NESCAFÉ South East Asian Range Campaign”
Nestlé Hong Kong Limited

40th Anniversary Best Marketing Exemplar Award
Cathay
Citibank (Hong Kong) Limited
CLP Power Hong Kong Limited
CSL Mobile Limited
Hang Seng Bank
HSBC
McDonald's Hong Kong
MTR Corporation
Ocean Park Corporation
Standard Chartered Bank (Hong Kong) Limited

40th Anniversary Best Agency Award
OMD Hong Kong
Uth Creative Group Limited

Lifetime Achievement Award for Key Contributor
Robert Young

2025 CAMPAIGN AWARDS

Best Organization Award
McDonald's Hong Kong

Now TV Gold Award
“The McGriddles Fever”
McDonald's Hong Kong

Silver Award
“Nothing Beats Being There”
Cathay

“Elevating your finances without boundaries”
HSBC Premier and HSBC Life

Bronze Award
“Client Continuum Campaign”
HSBC

“The Panda-Monium”
Ocean Park Corporation

Excellence Award
“Every Move Counts”
Cathay

“Prestige Banking: CFO Promotion: How Banking Bonds Family”
Hang Seng Bank”

“Lee Kum Kee Revitalizing Supreme Authentic First Draw Soy Sauce Series”
Lee Kum Kee (Hong Kong) Limited

“McDonald's 50 Years of Love”
McDonald's Hong Kong

“Standard Chartered - Chartered Flight Campaign”
Standard Chartered Bank (Hong Kong) Limited

SPECIAL AWARDS

AXA Excellence in Video Marketing
“Every Move Counts”
Cathay

“The McGriddles Fever”
McDonald's Hong Kong

Citibank Excellence in Innovation
“Every Move Counts”
Cathay

“HSBC One x T1 - For Every Legendary One”
HSBC

“CreFIT維信”
VCREDIT Finance Limited

CTF Life Excellence in Social and Community Good
“CLP Retail and Catering Coupons Programme - Energising Hong Kong's Economic Revival”
CLP Power Hong Kong Limited

“No Limits 2025: The Human Touch”
Hong Kong Arts Festival

“MTR Care App 2.0: Revolutionizing Inclusive Travel for Passengers with Special Needs”
MTR Corporation

“We Are All Newbies of Life' Secondary School Music Programme”
SONOVA

“You've Got A Friend' Charity Concert”
The Hong Kong Mental Wellness Association

Discovery Bay Excellence in Content Marketing
“Every Move Counts”
Cathay

“Heartbeat of Hong Kong”
Hang Seng Bank

“Ocean Park Halloween Fest 2024: HORRORS OF THE HIDDEN CITY”
Ocean Park Corporation

Hang Seng Bank Excellence in Segment Marketing
“DBS SME Banking: Unlimited Business Opportunities at Your Fingertips”
DBS Bank (Hong Kong) Limited

“7-11 HUG”
DFI Retail Group - 7-Eleven Hong Kong & Macau

“Preferred Banking – Plan Smart For Every Dollar Campaign”
Hang Seng Bank

“Client Continuum Campaign”
HSBC

HSBC Hong Kong Marketers' Favourite Marketing Campaign
“Client Continuum Campaign”
HSBC

McDonald's Hong Kong Excellence in Branding
“Client Continuum Campaign”
HSBC

“McDonald's 50 Years of Love”
McDonald's Hong Kong

“Journey Together”
MTR Corporation

Prudential Hong Kong Excellence in Customer Engagement and Experience
“Nothing Beats Being There”
Cathay

“HSBC One x T1 - For Every Legendary One”
HSBC

“HSBC's Fraud Prevention University”
HSBC

Standard Chartered Hong Kong Excellence in Customer Insights
“One Step Ahead' campaign”
AXA Hong Kong and Macau

“Asia Miles 25th Anniversary”
Cathay

“Lee Kum Kee Revitalizing Supreme Authentic First Draw Soy Sauce Series”
Lee Kum Kee (Hong Kong) Limited

Tai Hing Catering Group Excellence in Marketing Collaboration
“HKDance X TamJai: A Revival of Hong Kong's Cultural Legacy Storm Clouds”
HKDance X TamJai Yunnan Mixian

“MTR x '100% DORAEMON & FRIENDS' ”
MTR Corporation

“Standard Chartered - Chartered Flight Campaign”
Standard Chartered Bank (Hong Kong) Limited

Wellcome Excellence in Omnichannel
“McDonald's 50 Years of Love”
McDonald's Hong Kong

“The Panda-Monium”
Ocean Park Corporation

Excellence in Environmental Good
“CLP Speeds Hong Kong Along the Electrification Journey towards a Greener Future”
CLP Power Hong Kong Limited

“Show the Paperless Love. Sign up for eBill.”
CLP Power Hong Kong Limited

Excellence in Greater Bay Area Marketing
“Elevating your finances without boundaries”
HSBC Premier and HSBC Life

Excellence in Influencer Marketing
“CATALO 25th Anniversary Campaign”
CATALO Natural Health Science Group

“Preferred Banking – Plan Smart For Every Dollar Campaign”
Hang Seng Bank

“HSBC One x T1 - For Every Legendary One”
HSBC

Excellence in Small Budget Marketing
“7-11 HUG”
DFI Retail Group - 7-Eleven Hong Kong & Macau

“PMQ Play Stuff Fest 2025”
PMQ Management Company Limited

“You've Got A Friend' Charity Concert”
The Hong Kong Mental Wellness Association

Excellence in TV Commercial
“Flying Eagle - The Real Master's Choice”
Europharm Laboratories (Hong Kong) Company Limited

“Client Continuum Campaign”
HSBC

Excellence in Use of Data and Technology
“Asia Miles 25th Anniversary”
Cathay

“DBS Treasures Campaign 2024”
DBS Bank (Hong Kong) Limited

“From App Features to Engagement Ecosystems: Reimagining the McDonald's Experience for a New Era”
McDonald's Hong Kong

Agency of the Year (Multinational Category)
Omnicom Media Group Hong Kong
Leo Hong Kong

Agency of the Year (Local Category)
Hungry Digital Limited
The Bread Digital

INDIVIDUAL AWARDS

ViuTV Marketer of the Year
Franklin Law
Ocean Park Corporation

Distinguished Marketing Leadership Award
Alice Chan
Standard Chartered Bank (Hong Kong) Limited

Kathy Fu
WeLab Bank

Kelly Fung
McDonald's Hong Kong

Outstanding Marketing Professional Award
Janet Chan
McDonald's Hong Kong

Avis Fung
WeLab Bank

Amy Lai
McDonald's Hong Kong

Connie Leung
Standard Chartered Bank (Hong Kong) Limited

Franklin Law
Ocean Park Corporation

Sarah Man
CATALO Natural Health Science Group

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Hang Seng Bank

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2025 HKMA/VIUTV & NOW TV AWARDS FOR MARKETING EXCELLENCE



The Hong Kong Management Association
65 Years of Advancing Excellence







Campaign Award Winners:

“The McGriddles Fever”

- Now TV Gold Award
- AXA Excellence in Video Marketing

“McDonald’s 50 Years of Love”

- Excellence Award
- McDonald’s Hong Kong Excellence in Branding
- Wellcome Excellence in Omnichannel

“From App Features to Engagement Ecosystems: Reimagining the McDonald’s Experience for a New Era”

- Excellence in Use of Data and Technology

Individual Award Winners:

Ms Kelly Fung, Marketing Director
Distinguished Marketing Leadership Award

Ms Janet Chan, Senior Manager – Communications
Outstanding Marketing Professional Award

Ms Amy Lai, Senior Manager - Strategy & Insights
Outstanding Marketing Professional Award

NOW TV GOLD AWARD

“The McGriddles Fever”

McDonald’s Hong Kong



McDonald’s Hong Kong reignited its breakfast business by turning McGriddles into a cultural sensation. Positioned as a “direct from Japan” icon, the campaign sparked massive FOMO through early leaks and a bold hijack of the Paris Olympics ceremony, transforming a global event into a local launch moment. Featuring top Japanese celebrities, the campaign bridged generations and tapped into youth culture with precision. It drove unprecedented excitement—1 million units sold in just three days—making it the most successful product launch in McDonald’s Hong Kong history. By seamlessly blending craveable innovation with cultural relevance, McGriddles reshaped breakfast into a moment of joy, connection, and brand love—setting a new benchmark for what a launch can achieve.

SILVER AWARD



“Nothing Beats Being There”

Cathay

After decades at Hong Kong Stadium, the Rugby Sevens was moving to Kai Tak in 2025, sparking mixed reactions. As co-title sponsor, Cathay embraced the challenge and reignited excitement with the rallying cry: “Nothing Beats Being There.”

The campaign tapped into a fan truth, turning the new venue into a symbol of bigger fun and deeper fanaticism. We used smart data to personalise outreach and build anticipation. Then we launched a witty global film, strategic media, and unforgettable activations—including a dramatic low-altitude fly past— which created buzz and drew crowds. The result? A sold-out event, global coverage, and a powerful reminder that: Nothing Beats Being There.

SILVER AWARD

“Elevating your finances without boundaries”

HSBC Premier and HSBC Life



The first-ever collaboration between HSBC Premier and HSBC Life to launch a breakthrough campaign to meet the rising ambitions of Mainland affluents across GBA. With enabling tools and services, like Digital International Customer Onboarding and personalised consultations, we offered a seamless, one-stop financial and insurance planning experience.

Essential brand trust built through vlogs by cultural icon Charmaine Sheh, featured on TVB’s SCOOP. Beyond our typical banking solutions, HSBC provided global education planning, health protection and legacy solutions to elevate customers’ lifestyles.

The campaign drove strong growth in customer acquisition and insurance premiums, earning the #1 Net Promoter Score. Proving that HSBC Premier and HSBC Life successfully redefined GBA financial services, empowering customers to elevate their futures without boundaries.

BRONZE AWARD

“Client Continuum Campaign”

HSBC



To win in wealth, HSBC Hong Kong launched the Client Continuum Campaign for its entire wealth portfolio from Premier, Premier Elite, to Private Bank. Going against the category grain, the campaign turned vertical segments into horizontal journeys. Rather than viewing customers through the lens of net worth, HSBC saw each on a journey through different life stages, with them as a long-term partner no matter what stage they are in.

By taking a bold step in developing a campaign in collaboration with Actor Tony Leung that speaks to an entire wealth continuum instead of individual segments, the campaign was able to deliver record high acquisitions, revenue and AUM across Private Bank, Premier Elite and Premier.

BRONZE AWARD

The “Panda-Monium”

Ocean Park Corporation



The “Panda-Monium” campaign at Ocean Park celebrates a historic milestone—the first-ever birth of panda cubs in Hong Kong. This initiative excites local residents and international visitors while fostering a deep emotional connection with the community. By inviting audiences to become “pawrents,” the campaign creates a panda-loving community that resonates with cultural elements, including traditional celebrations. Featuring Hong Kong’s largest “baby cam,” it facilitates real-time engagement with the adorable cubs, alongside daily social media updates, enhancing the panda cubs’ social presence. Through strategic collaborations, pandas are integrated into citywide initiatives, transforming online excitement into increased park attendance and sales. Ultimately, “Panda-Monium” stands as a heartfelt celebration of conservation, education, and community spirit, making the pandas an endearing part of everyday life in Hong Kong.

EXCELLENCE AWARD

“Every Move Counts”

Cathay



Siobhan Haughey, characterised by her can-do attitude and perseverance in the face of challenges, had a spirit that resonated strongly with Hong Kongers and Cathay.

En route to the Paris Olympics, Cathay used this spirit to instill pride in the city and help cheer on our Olympic hopefuls.

This spirit was turned into a brand film, and dominated the city with communications including a viral Fake-Out-of-Home social video forcing people to ask “is this real?”, while supporting Siobhan in a larger than life way.

This was also extended towards the Paralympics, with a powerful AI film that challenged perceptions of Hong Kong’s Paralympic History, with a call-to-action that it is not too late to support the greatness of our Paralympians.

EXCELLENCE AWARD

“Prestige Banking: CFO Promotion: How Banking Bonds Family”

Hang Seng Bank



As definitions of “middle class” and “family” evolve, Prestige Banking steps forward with a transformative vision: empowering affluent households through its Family CFO (Chief Family Officer) concept. This campaign reimagines financial management—not as an individual burden, but as a shared family endeavor.

As the face of our CFO narrative, Sandra Ng and her family not only bring relatability and star power, but also showcase the authentic application of our enhanced products in their daily lives.

By nurturing a collective and sustainable family financial ecosystem at the center of banking innovation, Hang Seng has redefined industry norms—bridging generations, geographies, and lifestyles. This is not just a financial platform, but a blueprint for affluent household success in modern Hong Kong.

EXCELLENCE AWARD

“Lee Kum Kee Revitalizing Supreme Authentic First Draw Soy Sauce Series”

Lee Kum Kee (Hong Kong) Limited



With post-pandemic downturn and rising market competition, Lee Kum Kee chose to revitalize the soy sauce category by offering premium products. Anchored in the insight that consumers now cook less frequently but with greater attention on the taste of their meals, the brand repositioned its First Draw Soy Sauce as a symbol of craftsmanship and pride based on the idea “Every Ingredient Deserves to Shine.” The three-phase relaunch featured the Supreme Authentic range - First Draw Soy Sauce, Salt-Reduced First Draw Soy Sauce and Seafood First Draw Soy Sauce, and used a mix of digital storytelling, influencer engagement, and in-store experiences to elevate soy sauce’s status as a premium ingredient. This campaign has strengthened the brand’s leadership and set new benchmarks for value-driven growth in a price-sensitive market.

EXCELLENCE AWARD

“McDonald's 50 Years of Love”

McDonald’s Hong Kong



In 2025, McDonald’s celebrated 50 years in Hong Kong with a citywide campaign themed “50 Years of Love.” Instead of focusing solely on business milestones, we embraced emotional storytelling through the NOWstalgia approach — reviving shared memories across generations. We brought back beloved McDonaldland characters (Ronald McDonald, Birdie, Grimace, and Hamburglar) to energize the city, while placing 50 nostalgic Ronald McDonald Benches at 50 iconic landmarks, each with a QR code unlocking stories and a gamified treasure hunt. The celebration reached a joyful crescendo with our first-ever Anniversary Concert, where legendary brand ambassadors performed classic McDonald’s TVC songs. This heartfelt tribute to our community deepened brand love and sparked record-breaking business results and brand scores.

EXCELLENCE AWARD

“Standard Chartered - Chartered Flight Campaign”

Standard Chartered Bank (Hong Kong) Limited



As the pioneer of travel rewards banking in Hong Kong, Standard Chartered Hong Kong revolutionised customer experience again by becoming the first bank to arrange chartered flights. We provided 300 affluent clients with extraordinary experiences, including exclusive Michelin dining and interactions with celebrities.

In an industry focused on points and rates, we proved that the most valuable currency is unforgettable experiences that create lifelong memories and unbreakable customer bonds. This approach achieved significant Priority Banking growth and redefined what banking customer experience could be, transforming clients from passive service recipients into active participants in extraordinary journeys.