



CAMPAIGN AWARDS SPECIAL AWARDS

Participating organizations which would like to be considered for the following Special Award(s) are requested to elaborate more on specific strategies in the five-page Campaign Awards Written Submission to facilitate Examiners' judging.

Participating organizations are requested to indicate which of the following Special Award(s) they would like to compete for in the Entry Form.



安盛 EXCELLENCE IN GREATER BAY AREA MARKETING

This Special Award will be given to those marketing campaigns launched by Hong Kong-based companies whose target market extends beyond Hong Kong borders into the Greater Bay Area markets.



周大福 EXCELLENCE IN USE OF DATA AND TECHNOLOGY

This Special Award will be given to those marketing campaigns which have demonstrated innovative and effective use of data analytics, artificial intelligence, machine learning, automation, and other technologies to optimize business operations, improve customer experience, and drive revenue growth.



EXCELLENCE IN INNOVATION

This Special Award will be given to those marketing campaigns which have demonstrated innovative use of media channel or media strategy, and/or have exhibited impressive innovativeness in their marketing methods and techniques, particularly in areas not covered by other Special Awards.

Manulife EXCELLENCE IN INFLUENCER MARKETING

This Special Award will be given to those marketing campaigns which have effectively tapped into the influencer's credibility and relationship with their followers to build brand awareness, increase engagement, and ultimately drive conversions.



EXCELLENCE IN BRANDING

This Special Award will be given to those marketing campaigns which have successfully built a positive image in the consumers' mind.



EXCELLENCE IN CONTENT MARKETING

This Special Award will be given to those marketing campaigns which have created and distributed valuable and relevant content to enhance the overall marketing strategy.



EXCELLENCE IN CUSTOMER ENGAGEMENT AND EXPERIENCE

This Special Award will be given to those marketing campaigns which have effectively delivered personalized, seamless and memorable experiences across various channels to exceed customer expectations, enhance loyalty and drive advocacy.



EXCELLENCE IN MARKETING COLLABORATION

This Special Award will be given to those marketing campaigns which have developed or advocated a marketing-relevant partnership in the form of crossover and promotional collaboration to obtain mutual benefits and achieve the campaign objectives.

EXCELLENCE IN AGILITY AND NORMALCY RESUMPTION

This Special Award will be given to those marketing campaigns which have demonstrated exceptional agility and adaptability in responding to unexpected challenges and disruptions, and have successfully achieved business continuity in the midst of rapid change and uncertainty.

EXCELLENCE IN CUSTOMER INSIGHTS

This Special Award will be given to those marketing campaigns which have developed customer insights through thorough analysis of customer needs and behaviour and have turned the customer insights into business growth.



CAMPAIGN AWARDS SPECIAL AWARDS

EXCELLENCE IN ONLINE AND OFFLINE INTEGRATION

This Special Award will be given to those marketing campaigns which have successfully integrated online and offline strategies to create a seamless and cohesive brand experience for customers across all touchpoints.

EXCELLENCE IN SEGMENT MARKETING

This Special Award will be given to those marketing campaigns which have successfully utilized segmentation strategies to create customized marketing messages and experiences that resonate with their target audience and drive engagement, conversion, and loyalty.

EXCELLENCE IN SMALL BUDGET MARKETING

This Special Award will be given to outstanding marketing campaigns with total marketing expenses less than HK\$2 million. And the marketing expenses include the following:

- Above-the-line promotion such as media advertising
- Below-the-line promotion such as public relations, publicity, trade exhibition, event sponsorship
- Brand building expenses such as design of brand name, trademarks, packaging
- Direct marketing / database marketing expenses
- Marketing research studies
- Social media marketing expense

EXCELLENCE IN SOCIAL AND COMMUNITY GOOD

This Special Award will be given to those marketing campaigns which have effectively driven positive influence to society and have successfully contributed to the overall brand strategy, resulting in positive business and social impact.

EXCELLENCE IN TV COMMERCIAL

This Special Award will be given to those marketing campaigns with impressive TV commercials which have effectively brought out the message of the campaign and have successfully achieved the campaign objectives. TV commercials broadcasted on TV channels that are licensed under the Communications Authority of HKSAR to provide domestic broadcasting services are eligible to compete for this Special Award.

EXCELLENCE IN VIDEO MARKETING

This Special Award will be given to those marketing campaigns that have exemplified the creative use of videos to attract, engage, and move its target audience. Videos played at digital marketing channels and social media platforms are eligible to compete for this Special Award.

MARKETERS' FAVOURITE MARKETING CAMPAIGN

The Special Award will be given to the marketing campaign which has received the highest number of votes cast by marketers attending the Award Seminar.

AGENCIES OF THE YEAR

Agencies of the Year will be awarded to companies such as advertising, research, PR and media agencies in recognition of their important role to the success of different marketing campaigns.

The participating agency is requested to submit an Entry Form (see page 17) and should be nominated by at least one of its client organizations which have participated in the Campaign Awards of the HKMA / ViuTV and Now TV Awards for Marketing Excellence 2023.

Winners of the Agencies of the Year will be selected according to the following scoring system:

Points Awarded

Agency being recognized in the participating campaign -----	1
Participating campaign being ranked top 50% or above among all the entries -----	2
Participating campaign being selected as a Special Award recipient-----	3
Participating campaign being short-listed as a Finalist -----	5
Participating campaign being awarded the Excellence Award -----	1
Participating campaign being awarded the Bronze Award -----	2
Participating campaign being awarded the Silver Award-----	3
Participating campaign being awarded the Now TV Gold Award -----	5