

Sponsors:



Organizer:










2024 HKMA/ViuTV & Now TV
Awards For Marketing Excellence

Briefing Session



Rundown

-  **Welcoming Address and Awards Introduction**
-  **Introduction of Individual Awards by Mr Francis Phua**
-  **Experience Sharing by the 2022 Distinguished Marketing Leadership Awardee**
-  **Introduction of Campaign Awards**
-  **Introduction of Best Organization Award (New!)**
-  **Experience Sharing by the 2023 Bronze Award Winner**
-  **Question-and-Answer Session**



Question-and-Answer Session

1. **SCAN** QR Code or
VISIT <https://www.sli.do>

HKMA



2. Submit your **QUESTIONS**





Welcoming Address & Awards Introduction

Mr S K Cheong
Chairman
Marketing Awards Organizing Committee;
Vice Chairman
HK Television Entertainment Co Ltd





Award Title Sponsors



Special Award Title Sponsors



Excellence in
Greater Bay Area Marketing



Excellence in
Use of Data and Technology



Excellence in
Innovation



Marketers' Favourite
Marketing Campaign



Excellence in
Branding



Excellence in
Customer Experience and Engagement



Excellence in
Marketing Collaboration

Corporate Sponsors



FANCL

FUJIFILM



HKT



PEOPLES






Supporting Organizations





About the Awards

-  First established in 1985
-  Give public recognition to individuals and organizations that have, through outstanding marketing programmes, broken barriers and raised the standards of the marketing profession in Hong Kong
-  Categories
 - Individual Awards
 - Campaign Awards
 - Best Organization Award (New!)



Marketing Awards Organizing Committee



Chief Marketing Officer Committee





Award Policies



All information and documents supplied by Marketing Award entrants including their identities, written submissions and commentaries developed during the review of entries are kept confidential and will be used only for the judging of the Marketing Award



All Judges and Examiners are required to declare in advance to the Marketing Award Secretariat any cases or situations which may create any apparent or potential conflict of interest. The Judge or Examiner in question would be barred from reviewing the entries concerned or handling in any manner the materials submitted by the award entrants involved



The Secretariat may request verification of the data submitted by contestants during the judging process

Sponsors:



Organizer:



2024 HKMA/ViuTV & Now TV
Awards For Marketing Excellence

Individual Awards



Introduction of Individual Awards

Mr Francis Phua
Member
Marketing Awards Organizing Committee;
Managing Director
Franck Muller (HK) Limited





Individual Awards

Awards & Recognition



Individual Awards

Awards & Recognition



ViuTV Marketer of the Year
(selected among Distinguished Marketing Leadership Awardees)



Distinguished Marketing Leadership Awards (DMLA)



Outstanding Marketing Professional Awards (OMPA)



Individual Awards

Eligibility



Outstanding Marketing Professional Awards

Eligibility

Executives who excel in



a general marketing role; or



a specialist marketing function such as:

- Advertising
- Digital Marketing
- Direct Marketing
- Public Relations
- Research



Distinguished Marketing Leadership Awards

Eligibility

Executives who



have at least 10 years' experience ;



occupy a senior position ; and



play a leading marketing role in the company or play a leading role in the marketing development and marketing execution of client companies

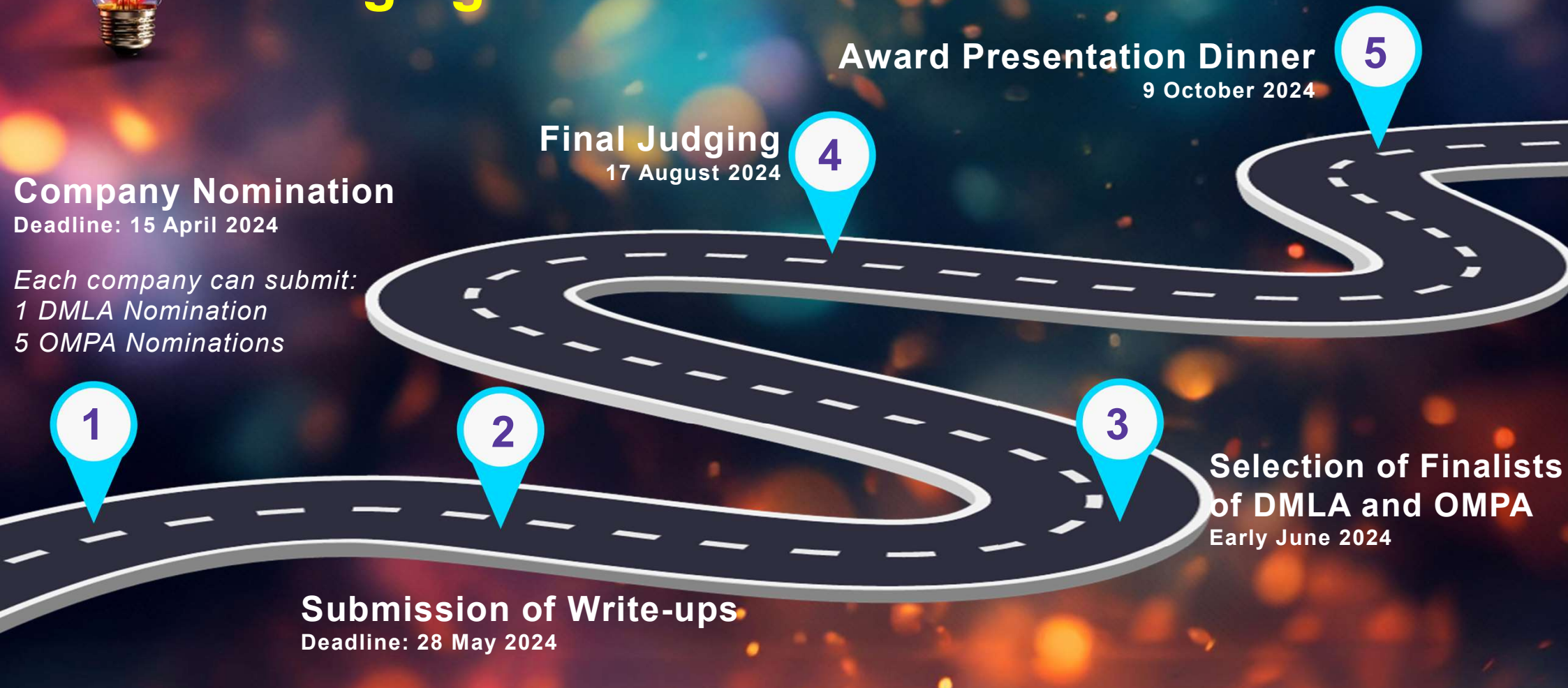


Individual Awards

Judging Process



Individual Awards Judging Process



1 **Company Nomination**

Deadline: 15 April 2024

*Each company can submit:
1 DMLA Nomination
5 OMPA Nominations*

2 **Submission of Write-ups**
Deadline: 28 May 2024

4 **Final Judging**
17 August 2024

3 **Selection of Finalists
of DMLA and OMPA**
Early June 2024

5 **Award Presentation Dinner**
9 October 2024

Individual Awards

Board of Examiners

Select Finalists of
DMLA and OMPA
(Early June 2024)



Panel of Judges

Determine Winners of
DMLA and OMPA
@ Final Judging
(17 Aug 2024)





Individual Awards Guidelines for Written Submission



Individual Awards

Guidelines for Written Submission

All nominees will be invited to submit a five-page write-up in English or Chinese including:



A one-page summary of personal information

- Name, title, company
- Work experience, marketing-related experience
- Job responsibility, career history



A four-page summary covering the judging criteria

- Not more than four A4-size pages
(inclusive of supplementary information)
- Character point size not less than 10



Individual Awards

Judging Criteria



Outstanding Marketing Professional Awards

Judging Criteria

	Indicative Ratings:
1. Signature Campaign	60
1.1 Contribution / Involvement in	
- Creativity / Innovativeness	15
- Executional Excellence	25
1.2 Results	10
1.3 Lesson Learned	10
2. Track Record Highlights	30
2.1 Marketing Achievements	20
2.2 Personal Achievements	10
3. Self-improvement Plan	<u>10</u>
	Total: 100



Outstanding Marketing Professional Awards

Judging Criteria

1. Signature Campaign (60)

- Describe the single most successful marketing campaign which you have played a key role
- The campaign should be launched after October 2020.

1.1.1. Your Contribution/Involvement in Creativity/Innovativeness (15)

- Innovative marketing ideas in the planning / strategy development / execution stages
- Originality of the ideas
- Role and contribution in developing these creative ideas



Outstanding Marketing Professional Awards

Judging Criteria

1. Signature Campaign (60)

1.1.2. Your Contribution / Involvement in Executional Excellence (25)

- Efforts made in contributing to the executional excellence of the campaign
 - achieving the campaign objectives
 - meeting the campaign time-line
 - meeting the campaign budget
 - solving the problems encountered
- Rationale behind the chosen marketing strategies



Outstanding Marketing Professional Awards

Judging Criteria

1. Signature Campaign (60)

1.2 Results (10)

- Sales achievement
- Marketing results such as distribution, brand awareness, brand image, customer loyalty / retention, etc.
- Business value to the organization

1.3 Lesson Learned (10)

- Key learnings that were applied in future / follow-up campaigns



Outstanding Marketing Professional Awards

Judging Criteria

2. Track Record Highlights (30)

2.1 Marketing Achievements (20)

- Cite up to 3 *outstanding marketing campaigns* conducted over the *last 5 years*
- Give a brief illustration of the campaigns and your role and contributions to their success

2.2 Personal Achievements (10)

- Academic awards, professional awards, career achievements and public recognition



Outstanding Marketing Professional Awards

Judging Criteria

3. Self-Improvement Plan (10)

- Describe how you intend to improve yourself to further your marketing career



Distinguished Marketing Leadership Awards

Judging Criteria

Indicative Ratings:

1. Signature Campaign	40
1.1 Your Contribution / Involvement in	
- Creativity / Innovativeness	8
- Leadership and Executional Excellence	8
- Strategic Thinking Behind the Campaign	9
1.2 Results	10
1.3 Lesson Learned	5
2. Track Record Highlights	45
2.1 Marketing Achievements	20
2.2 Achievements in Leadership of Marketing Function	10
2.3 Contributions to Strategic Business Direction	10
2.4 Personal Achievements	5
3. General Contributions	<u>10</u>
	Total: 100



Distinguished Marketing Leadership Awards

Judging Criteria

1. Signature Campaign (40)

- Describe the single most successful marketing campaign which you have played a key role
- The campaign should be launched after October 2020.

1.1.1. Your Contribution / Involvement in Creativity / Innovativeness (8)

- Innovative marketing ideas in the planning / strategy development / execution stages
- Originality of the ideas
- Role and contribution in developing these creative ideas



Distinguished Marketing Leadership Awards

Judging Criteria

1. Signature Campaign (40)

1.1.2. Your Contribution / Involvement in Leadership and Executional Excellence of the campaign (8)

- Elements contributing to the thoroughness / smoothness of campaign execution
- Problem-solving skills, capability of team building, etc.
- Overall campaign management / leadership
- Role and contribution in the smooth campaign execution



Distinguished Marketing Leadership Awards

Judging Criteria

1. Signature Campaign (40)

1.1.3. Your Contribution / Involvement in Strategy Thinking behind the Campaign (9)

- Strategic thinking when designing the marketing campaign
- Rationale behind the chosen marketing strategies
- Elements and factors taken into consideration
- Challenges in persuading senior management to support the campaign



Distinguished Marketing Leadership Awards

Judging Criteria

2. Track Record Highlights (45)

2.1 Marketing Achievements (20)

- Cite up to 3 *outstanding marketing campaigns* conducted over the *last 10 years*
- Give a brief illustration of the campaigns and your role and contributions to their success

2.2 Achievements in the Leadership of the Marketing Function (10)

- Describe how you have helped to improve and develop the marketing capability of your current and / or previous organization(s)



Distinguished Marketing Leadership Awards

Judging Criteria

2. Track Record Highlights (45)

2.3 Contribution to the Strategic Business Direction of the Organization (10)

- Describe very specifically how you contributed to or influenced your current and / or previous organization(s) in
 - Strategic Business Direction
 - Business Growth
 - Profitability

2.4 Personal Achievements (5)

- Academic awards, professional awards, career achievements and public recognition



Distinguished Marketing Leadership Awards

Judging Criteria

3. General Contributions (15)

- Contributions to the marketing development of the business community
- Marketing-related contribution to the business community such as efforts in training, grooming, pro-bono work, etc.



Individual Awards

Final Judging



Individual Awards

Final Judging (Saturday, 17 August 2024)

Shortlisted entrants of the Distinguished Marketing Leadership Awards and the Outstanding Marketing Professional Awards will be invited:

Part 1	Time
Presentation on “Signature Campaign”	8-min
Questions-and-Answers Session	5-min

The Panel of Judges will ask questions based on the presentation and written submission.

Part 2	Time
Presentation on a Case Topic	5-min
Questions-and-Answers Session	2-min

All finalists will be given *30-min* to prepare a case topic before the assigned interview time.

The Panel of Judges will ask questions based on the topic.



Individual Awards

Case Topic for DMLA & OMPA 2023

Hong Kong's organ donation registry has experienced a significant increase in withdrawal applications. Many individuals cite unfamiliarity with the mainland healthcare system and concerns about organ allocation and fair treatment as reasons for their decision. This surge in withdrawals raises concerns about the sustainability of organ transplant collaborations and the availability of life-saving surgeries.

As the Marketing Manager of the Department of Health, what marketing strategies would you propose to rebuild donor confidence, and alleviate concerns among individuals who are unfamiliar with the mainland healthcare system?



Individual Awards

Experience Sharing



Individual Awards Experience Sharing

**Ms Angela Wong
Chief Marketing and Customer Officer
AXA Hong Kong and Macau;
2022 Distinguished Marketing
Leadership Award;
2023 Silver Award Winner**

The journey in HKMA is filled with memorable and incredible moments...



A person is painting a vibrant, abstract artwork on a white wall. The artwork features bold, sweeping brushstrokes in shades of blue, pink, yellow, and green, interspersed with numerous small, colorful splatters. The person's arm, adorned with several colorful beaded and woven bracelets, is visible in the foreground, holding a paintbrush. The background is a plain white wall, which makes the colors of the artwork stand out. The overall scene is bright and creative, suggesting a process of artistic expression and branding.

All start with...

**a signature
marketing campaign
&
how it makes a difference!!**

A woman is shown from the chest up, holding a glowing lightbulb in her right hand. The lightbulb is illuminated with a rainbow spectrum of colors. The background is a dark night sky filled with colorful fireworks in shades of purple, blue, and red. The overall scene is celebratory and vibrant.

**Distinguished
Marketing
Leadership Award**

**Outstanding
Marketing
Professional Award**

**It's all about
YOU!**

Craft your submission

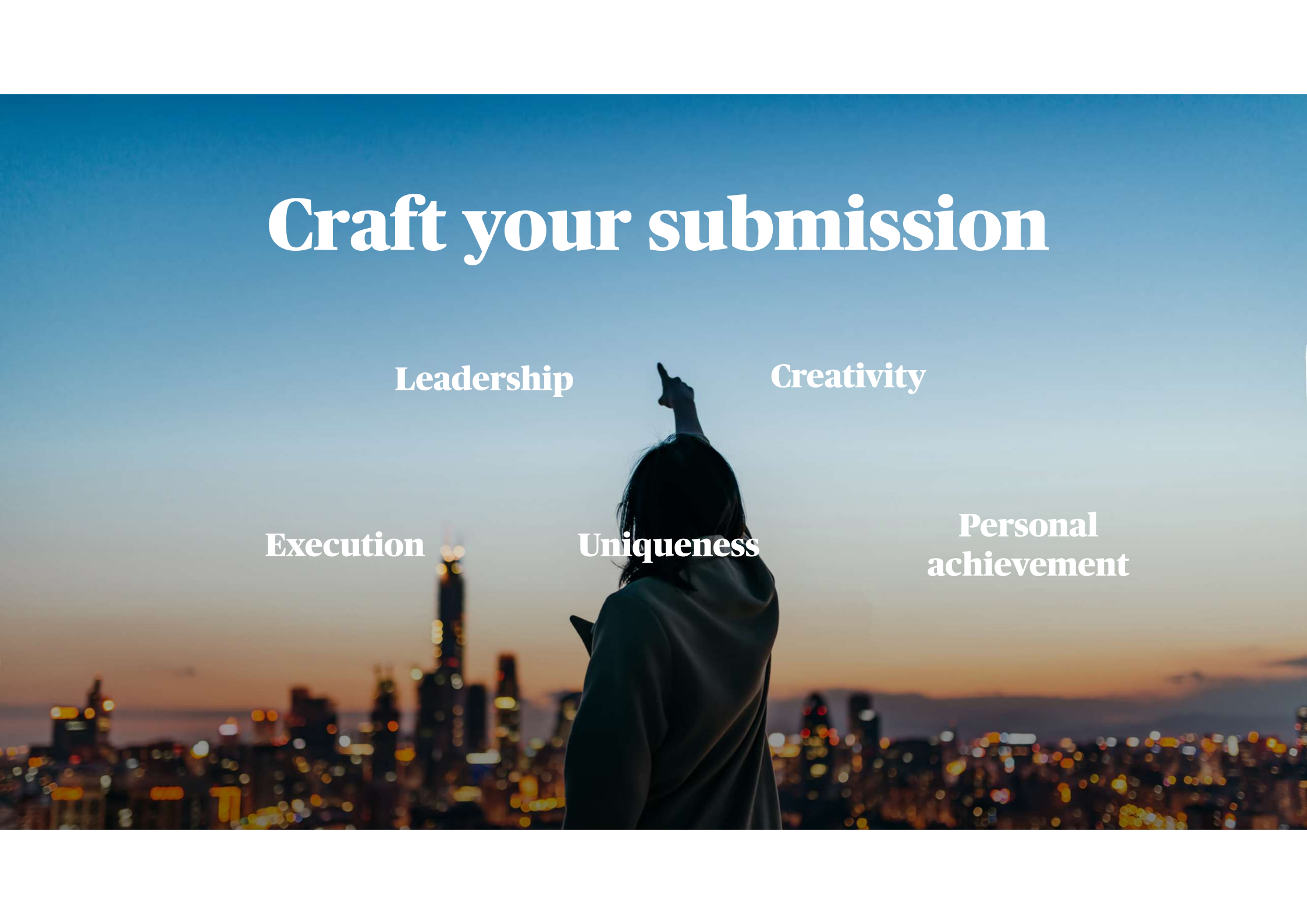
Leadership

Creativity

Execution

Uniqueness

Personal
achievement



Present with style

**In your
own style**

**Story telling &
memorable point**

**Anticipate
Q&A**

**Stay ahead of
trends**

**Rehearsal
& time control**

A blurred road stretching into the distance under a blue sky with white clouds, with the text "Enjoy your journey" overlaid in the center.

**Enjoy
your journey**

Sponsors:



Organizer:



2024 HKMA/ViuTV & Now TV
Awards For Marketing Excellence

Campaign Awards

Introduction of Campaign Awards



Mr S K Cheong
Chairman
Marketing Awards Organizing Committee;
Vice Chairman
HK Television Entertainment Co Ltd





Campaign Awards

Awards & Recognition



Campaign Awards Awards & Recognition



now_{TV}
Gold Award



Silver
Awards x2



Bronze
Awards x2



Excellence
Awards x5

Special Awards



Excellence in Greater Bay Area Marketing

周大福
CHOW TAI FOOK

Excellence in Use of Data and Technology



Excellence in Innovation



Marketers' Favourite Marketing Campaign



Excellence in Branding



Excellence in Customer Experience and Engagement



Excellence in Marketing Collaboration

Excellence in

Customer Insights

Environmental Good

Content Marketing

Influencer Marketing

Segment Marketing

Social and Community Good

Online and Offline Integration

Small Budget Marketing

TV Commercial

Video Marketing



Campaign Awards **Eligibility**



Campaign Awards Eligibility



A marketing campaign for a product, a service or a public service issue.



A marketing campaign launched after October 2022 and with demonstrable results.



The campaign is substantially different from previous submissions by the same company or organization.






The marketing campaign is developed for either the Hong Kong market, or Hong Kong and the Mainland China market.



The campaign for the Mainland China market should be run by a Hong Kong company or organization.



Entries from **Non-Profit Organizations (NPOs)**

-  Entries from NPOs will be judged based on “Judging Criteria for NPOs”.
-  Go through the same judging process and compete for the Now TV Gold, Silver, Bronze Awards and Excellence Awards with conventional entries.
-  NPOs have to provide supporting document together with the Entry Form to verify NPO status



Campaign Awards

Judging Process



Campaign Awards Judging Process

**Submission of
Entry Form**
Deadline: 15 April 2024

1

4 Final Judging
24 August 2024

2

Submission of Write-ups
Deadline: 16 May 2024

5

Award Seminar
9 September 2024

3

**Selection of 10 Finalists
and recipients of
Special Awards**
Early June 2024

6

Award Presentation Dinner
9 October 2024



Campaign Awards

Select 10 Finalists and Special Award winners
(Early June 2024)

Determine Winners of 10 Finalists
@ Final Judging
(24 Aug 2024)

Board of Examiners



Panel of Judges

Panel of Judges
(5-7 CEOs)



Campaign Awards Guidelines for Written Submission



Campaign Awards

Guidelines for Written Submission



A one-page Executive summary OR a 3-minute Video of Campaign Summary



Written Submission :

- Cover all judging criteria
- Not more than 5 pages A4 with character point size not less than 10
(Supplementary Information excluded)
- In English or Chinese
- Actual product samples, point-of-sale materials, promotional giveaways are NOT required



10 marketing campaigns will be shortlisted for Final Judging



Special Award winners will be selected among all the entries with outstanding performance in specific area.



Special Awards

Entrants who would like to be considered for the Special Award(s) are requested to:



Indicate the Special Award(s) they would like to compete for in the Entry Form



Elaborate more on specific strategies in the five-page Campaign Awards Written Submission to facilitate Examiners' judging.



Special Awards



Excellence in Greater Bay Area Marketing

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



Excellence in Use of Data and Technology

This Special Award will be given to 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 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.



Special Awards



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.



Excellence in Branding

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



Excellence in Customer Experience & Engagement

This Special Award will be given to 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 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.



Special Awards

Excellence in Content Marketing

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

Excellence in Customer Insights

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

Excellence in Environmental Good

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

Excellence in Influencer Marketing

This Special Award will be given to 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.



Special Awards

Excellence in Online and Offline Integration

This Special Award will be given to 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 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 expenses



Special Awards

Excellence in Social and Community Good

This Special Award will be given to 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.



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 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 2024.

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 Bronze Award	1
Participating campaign being awarded the Silver Award	3
Participating campaign being awarded the Now TV Gold Award	5



Campaign Awards

Final Judging



Campaign Awards

Final Judging (Saturday, 24 August 2024)

During the Final Judging, finalists will be invited to deliver:

- *15-min Presentation*
- *10-min Q&A Session*

The Panel of Judges and the Board of Examiners will decide:

 **Gold Award**



Silver Awards
x2



Bronze Awards
x2



Excellence Awards
x5





Campaign Awards

Judging Criteria



Campaign Awards

Judging Criteria

Total: 100

1. Rationale Behind and Objectives of the Marketing Campaign	15
2. Strategic Impact and Originality of the Campaign	15
3. Marketing Execution	40
3.1 Development and positioning of product or service	
3.2 Pricing	
3.3 Distribution channels	
3.4 Communication and promotion	
3.5 People	
3.6 Overall integration of campaign elements and challenges in the process of marketing execution	
4. Results	20
4.1 Marketing results	12
4.2 Financial results	8
5. Exceptional Meritorious Aspects of the Campaign	10
5.1 Impact on future development of the organization and / or industry	
5.2 Learning for the company	
5.3 Differentiating your brand with a purpose-led business and / or marketing	



Campaign Awards

Judging Criteria

1. Rationale Behind and Objectives of the Marketing Campaign (15)

- Analysis of the market, customer needs, and the competition
- Consumer insights behind the campaign
- Definition of objectives / problem & issues:
 - Sales
 - Market share
 - Image or brand enhancement
 - Consumer / customer satisfaction
 - Market growth
 - Contribution to profits
 - Other objectives



Campaign Awards

Judging Criteria

2. Strategic Impact and Originality of the Campaign (15)

- Efforts to adapt international campaign to local market needs
- Creative and highly original elements involved in the local / international campaign
- The extent to which the campaign broke new ground in industry and created a unique position for the company



Campaign Awards

Judging Criteria

3. Marketing Execution (40)

3.1 Development and positioning of product or service

- Relevance to local market needs
- For international product/service, adaptations for local markets (e.g. reformulation, repackaging, reformatting, new applications)

3.2 Pricing

- Relevance to market environment and profit and sales objectives

3.3 Distribution channels

- Alignment of marketing objectives, resources and target users
- Efficiency of channels used to reach target users



Campaign Awards

Judging Criteria

3. Marketing Execution (40)

3.4 Communication and promotion

- Impact on consumer / customer awareness, attitude and usage

3.5 People

- How staff are appropriately trained and well motivated to deliver the objectives of the campaign?
- How the people issues have been appropriately considered?
- How the people element was used to add value to the campaign?

3.6 Overall integration of campaign elements and challenges in the process of marketing execution



Campaign Awards

Judging Criteria

4. Results (20)

4.1 Marketing Results (12)

- The extent to which the results met marketing objectives
- Quantifiable measures (sales, market share, image improvement, changes in consumer/customer perceptions, consumer/customer satisfaction etc.)

4.2 Financial Results (8)

- The extent to which the results met financial objectives
- Quantifiable measures (profitability, return on investment etc.)
- Cost efficiency of marketing expenditure



Campaign Awards

Judging Criteria

5. Exceptional Meritorious Aspects of the Campaign (10)

- 5.1 Impact on and benefits to the future development of the company and/or the industry
- 5.2 Learning for the company
- 5.3 Differentiating your brand with a purpose-led business and/or marketing



Campaign Awards
Judging Criteria
(For Non-Profit Organization)



Campaign Awards

Judging Criteria - NPOs

	Total: 100
1. Rationale Behind and Objectives of the Marketing Campaign	15
2. Strategic Impact and Originality of the Campaign	15
3. Marketing Execution	40
3.1 Development and positioning of product / service / behavior / idea	
3.2 Cost of target audience	
3.3 Distribution channels	
3.4 Communication and promotion	
3.5 People	
3.6 Overall integration of campaign elements and challenges in process of marketing execution	
4. Results	20
4.1 Marketing results	15
4.2 Other Financial Consideration (amount of donations, funding or grants generated through the 5 campaign, cost efficiency and implications)	5
5. Exceptional Meritorious Aspects of the Campaign	10
5.1 Impact on future development of the organization and / or society	
5.2 Benefits to society	
5.3 Learning for the organization and further improvement	



Campaign Awards

Judging Criteria - NPOs

1. Rationale Behind and Objectives of the Marketing Campaign (15)

- Analysis of the societal issue; target audience or segment groups, their needs and perception of the issue; and the competition
- Insights of target audience or segment groups behind the campaign
- Definition of the objective behavioral change to address the issue



Campaign Awards

Judging Criteria - NPOs

2. Strategic Impact and Originality of the Campaign (15)

- For local campaign, elements of the campaign which are highly original and creative
- For international campaign, efforts to adapt to local societal needs and elements which are highly creative
- The extent to which the campaign broke new ground in the industry or society and created a unique position for the organization



Campaign Awards

Judging Criteria - NPOs

3. Marketing Execution (40)

3.1 Development and positioning of product / service / behavior / idea

- Relevance to target audience needs
- Benefits offered to target audience
- For international product / service / behavior / idea, adaptations for local targets
(e.g. reformation, repackaging, reformatting, new applications)

3.2 Cost of target audience

- If there is a monetary cost associated with the product / service, the rationale behind the adoption of the 'pricing' mechanism
- If not, the non-monetary cost or the perceived barriers to the target audience and the rationale behind it



Campaign Awards

Judging Criteria - NPOs

3. Marketing Execution (40)

3.3 Distribution channels

- Alignment of marketing objectives, resources and target audience
- Efficiency of channels used to reach target audience

3.4 Communication and promotion

- Impact on target audience's awareness, attitudes and usage



Campaign Awards

Judging Criteria - NPOs

3. Marketing Execution (40)

3.5 People

- Apart from the staff, are there any volunteers participating in the campaign?
If yes, what is the number of volunteers or the ratio of mobilized volunteers to staff?
- How staff and/or volunteers are appropriately trained and well motivated to deliver the objectives of the campaign?
- How the people issues have been appropriately considered?
- How the people element was used to add value to the campaign?

3.6 Overall integration of campaign elements and challenges in the process of marketing execution



Campaign Awards

Judging Criteria - NPOs

4. Results (20)

4.1 Marketing Results (15)

- The extent to which the results met marketing objectives
- Measurable outcomes (changes in target audience perceptions, attitude and behavior, increases in awareness of the organization / product / service / behavior / idea, usage level of target audience etc)

4.2 Financial Results (5)

- Other Financial Consideration (amount of donations, funding or grants generated through the campaign, cost efficiency and implications)



Campaign Awards

Judging Criteria - NPOs

5. Exceptional Meritorious Aspects of the Campaign (10)

- 5.1 Impact on future development of the organization and/or society
- 5.2 Benefits to society
- 5.3 Learning for the organization and further improvement



(New!)

Best Organization Award



Best Organization Award Objectives

The Best Organization Award aims to recognize organizations which



have demonstrated excellence in launching **successful marketing campaigns** and brought positive impact to the marketing community;



have nurtured **distinguished marketers** making significant contributions to the marketing development of their companies and the community;



have achieved **outstanding performance** in both Campaign and Individual Awards.



Best Organization Award Eligibility



The Best Organization Award is open to organizations which have participated in both Campaign and Individual Awards.



They have to submit **at least two entries to Campaign Awards** and **at least one nomination to the Individual Awards**.



Eligible organizations are **not** required to submit additional write-up information.



Best Organization Award Judging Mechanism

The judging mechanism of the Best Organization Award covers three key components as follows:



Overall scores of participating campaigns in Campaign Awards (60%)



Overall scores of participating marketers in Individual Awards (30%)



Participation scores in both Campaign & Individual Awards:



Best Organization Award Judging Mechanism



Participation scores in both Campaign & Individual Awards:

Campaign Awards	No of Entries	Participation Scores
	2	2
	3	3
	4+	4 (Maximum Points)

Individual Awards	No of Entries	Participation Scores		Total Maximum Points (a+b)
		a. Distinguished Marketing Leadership Award	b. Outstanding Marketing Professional Awards	
	1	2	1	4
	2		2	
	3		3	
	4+		4	



The winner of the Best Organization Award will be determined by the Board of Examiners.



Important Events



Award Seminar

All finalists are requested to present their marketing campaigns at the Award Seminar which is open to over 600 marketing executives and public.

HSBC Hong Kong Marketers' Favourite Marketing Campaign will be selected during the Award Seminar (selected by participants attending the Award Seminar)

Date: Monday, 9 September 2024

Time: 1:30pm – 6pm

Venue: Theatre 1, Hong Kong Convention and Exhibition Centre



Award Presentation Ceremony

All awards will be presented at the Award Presentation Dinner:

Date: Wednesday, 9 October 2024

Time: 6:15pm – 9:45pm

Venue: Grand Ballroom, Hong Kong Ocean Park Marriott Hotel



Campaign Awards Experience Sharing

**Mr Cheuk Shum
Managing Director, Head of Marketing,
Wealth and Personal Banking
HSBC Hong Kong;
2023 Bronze Award Winner**



Question-and-Answer Session

1. **SCAN** QR Code or
VISIT <https://www.sli.do>

HKMA



2. Submit your **QUESTIONS**



Sponsors:



Organizer:



2024 HKMA/ViuTV & Now TV
Awards For Marketing Excellence

Briefing Session

Deadline for Entries: 15 April 2024



**CAMPAIGN
AWARDS**



**INDIVIDUAL
AWARDS**



**AGENCIES OF
THE YEAR**

Sponsors:



Organizer:



2024 HKMA/ViuTV & Now TV
Awards For Marketing Excellence

Briefing Session