

Sponsors:



Organizer:



The Hong Kong Management Association  
Advancing Management Excellence

# 2026 HKMA/ViuTV & Now TV Awards For Marketing Excellence Briefing Session



# Rundown

-  **Welcoming Address and Awards Introduction**
-  **Introduction of Individual Awards**
-  **Introduction of Campaign Awards**
-  **Introduction of Best Organization Award**
-  **Experience Sharing by the 2025 ViuTV Marketer of the Year & Bronze Award Winner**
-  **Sharing Session on “Crafting Campaign that Stand Out”**
-  **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; and**  
**Chairman**  
**Hong Kong Economic Journal Co Ltd**



# Award Title Sponsors



# Special Award Title Sponsors

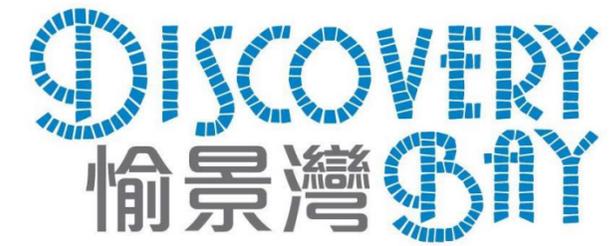


安盛

Excellence in  
Greater Bay Area Marketing



Excellence in  
Innovation



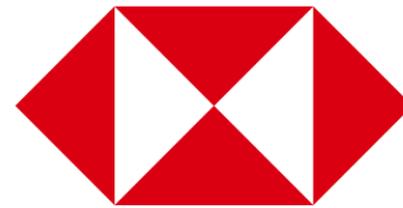
Excellence in  
Omnichannel

# Special Award Title Sponsors



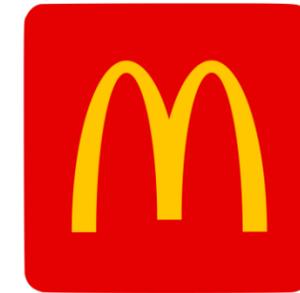
**恒生銀行**  
**HANG SENG BANK**

**Excellence in  
Segment Marketing**



**滙豐**  
**HSBC**

**Marketers' Favourite  
Marketing Campaign**



**Excellence in Branding**

# Special Award Title Sponsors



**Excellence in  
Customer Engagement and Experience**



**Excellence in  
Customer Insights**



**Excellence in  
Marketing Collaboration**

# Corporate Sponsors



# 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

# 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

# HKMA Elite Marketers' Alumni Executive Committee



# HKMA Elite Marketers' Alumni Eligibility

All members of the Elite Marketers' Alumni must be Corporate or Individual members of the Association. Alumni Membership is open to:



Elite marketers who **represented their organizations to present at the Final Judging/Award Seminar**; and/or senior marketing leaders such as **Chief Marketing Officer of the top ten winners of the Campaign Awards**;



Winners of the Individual Awards, including the **Distinguished Marketing Leadership Award and the Outstanding Marketing Professional Award**;



Senior marketing leaders such as **Chief Marketing Officer of organizations that have won Special Awards** of the Campaign Awards;



Top management such as **CEOs or Managing Directors of advertising and marketing agencies that have won the Agencies of the Year Award**.

**Stay Tuned for the Grand Launch Ceremony!**

# HKMA Elite Marketers' Alumni Objectives



## **Champion Marketing Excellence**

Promote the highest standards of marketing practice, innovation, and strategic impact across industries.



## **Facilitate High-Level Networking and Continuous Learning**

Create meaningful opportunities for alumni to connect, exchange ideas, and stay at the forefront of industry trends.



## **Strengthen the Legacy of the Marketing Awards**

Enhance engagement between the award winners and the HKMA, reinforcing a strong sense of belonging, pride, and long-term fellowship and partnership.



## **Nurture the Next Generation of Marketing Leaders**

Support emerging talent through mentorship, knowledge sharing, and leadership development initiatives.



## **Serve as a Strategic Think Tank**

Provide insights and thought leadership for Government, NGOs, start-ups, SMEs on business, branding, and economic initiatives that contribute to the advancement and competitiveness of Hong Kong and the region.

**Stay Tuned for the Grand Launch Ceremony!**

# Award Seminar

All finalists are requested to present their marketing campaigns at the Award Seminar, creating a networking platform with 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:** 4 September 2026

**Time:** 1:30pm – 6pm

**Venue:** Theatre 1, Hong Kong Convention and Exhibition Centre

*Learn from the best-in-town practice*



*Networking with 600+ marketing executives*



*Case sharing by top 10 finalists*



# Award Presentation Ceremony

**All awards will be presented at the Award Presentation Ceremony:**

**Date: October 2026 (Please refer to the website)**

**Time: 6:15pm – 9:45pm**

*Gala Dinner with 500+ marketers*



*Celebrate the success together*



*Performance sponsored by ViuTV*



**2026** HKMA/ViuTV & Now TV  
Awards For **Marketing Excellence**  
**Individual Awards**





# **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)

*\* ViuTV Marketer of the Year will be invited to be the Deputy Chairperson of the Elite Marketers' Alumni in the following year*



# **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

**01**

## Company Nomination

Deadline: 13 April

Each company can submit 1 DMLA  
Nomination and 5 OMPA Nominations

**02**

## Submission of Write-ups

Deadline: 22 May

**03**

## Selection of Finalists of DMLA and OMPA

Early July

**04**

## Final Judging

15 August

**05**

## Award Presentation Ceremony

October



# Individual Awards

## Board of Examiners

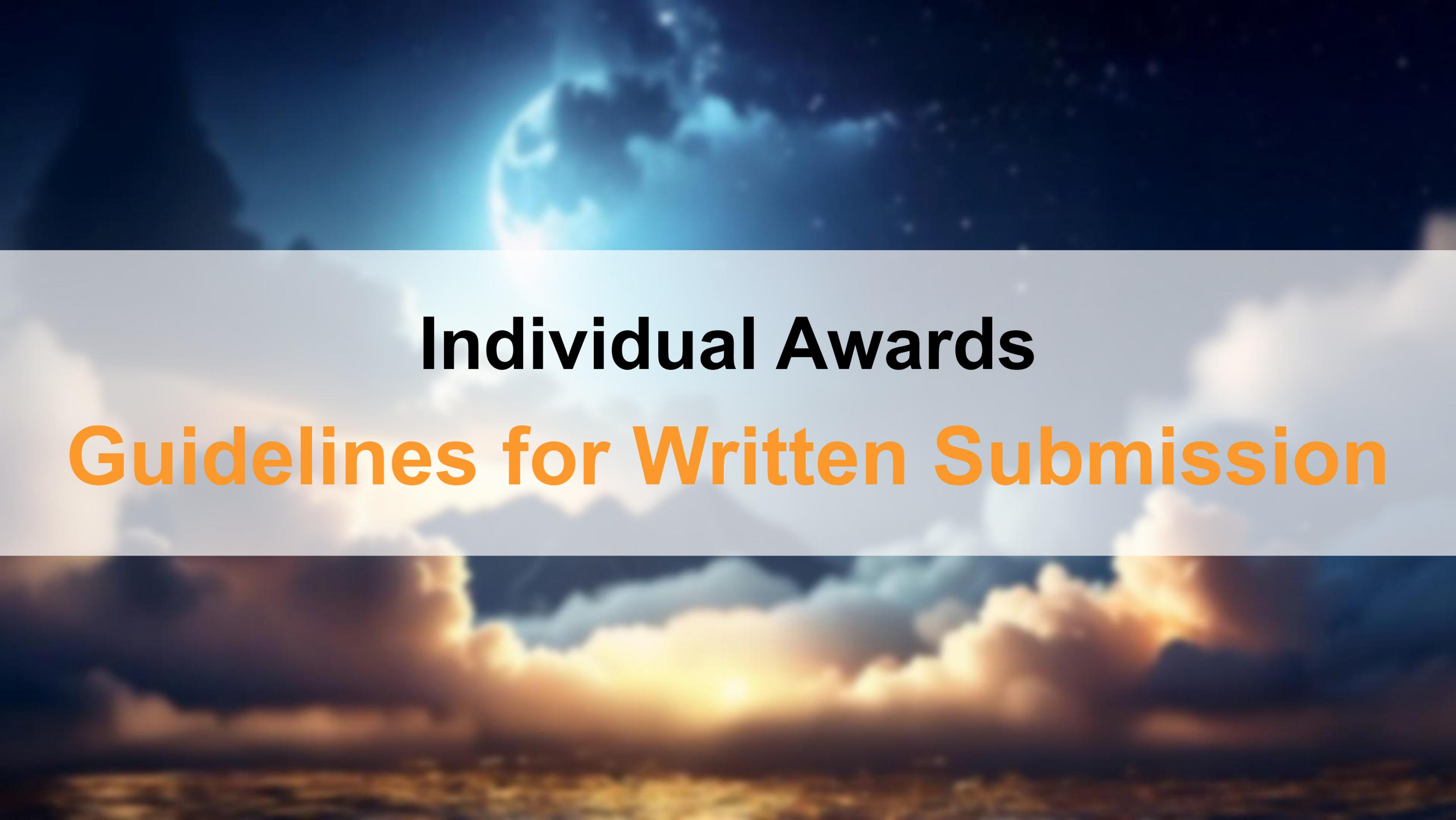
Select Finalists of  
DMLA and OMPA  
(Early July)



## Panel of Judges

Determine Winners of  
DMLA and OMPA  
@ Final Judging  
(15 August)





# **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

**10**

**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 2022.

#### 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
- Leadership and Executional Excellence
- Strategic Thinking Behind the Campaign

8

8

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

**15**

**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 2022.

#### 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

### 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 2022.

#### 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 (5)

- Key learnings that were applied in future campaigns

# 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, 15 August)

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

| Part 1 – Signature Campaign  | Time  |
|--|-------|
| Presentation on “Signature Campaign”   | 8-min |
| Questions-and-Answers Session based on the presentation and written submission | 5-min |

| Part 2 – Case Topic                                   | Time  |
|---|-------|
| Presentation on a Case Topic *                        | 5-min |
| Questions-and-Answers Session based on the Case Topic | 2-min |

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

# Individual Awards

## Case Topic for DMLA & OMPA 2025

Hong Kong is transitioning into a super-aged society, with the elderly becoming an increasingly influential consumer group. According to the Democratic Alliance for the Betterment and Progress of Hong Kong, the spending of the elderly is expected to rise to HK\$496 billion in the coming decade, impacting industries from healthcare and wellness to travel and technology.

As the Marketing Manager of a gymnastics brand traditionally targeted at young people, your company is now looking to include the elderly in its customer base. What marketing strategies would you develop to effectively engage this growing demographic while maintaining brand relevance across generations?

# Individual Awards

## Case Topic for OMPA 2025

In recent years, public awareness of mental health—especially among young people—has grown significantly.

As the Marketing Manager of an NGO, what marketing strategies would you develop to persuade funders to support your recent fundraising project aimed at improving young people's mental health in schools?

**2026** HKMA/ViuTV & Now TV  
Awards For **Marketing Excellence**  
**Campaign Awards**



# Introduction of Campaign Awards

**Ms Angela Shing**  
**Member**  
**Marketing Awards Organizing Committee;**  
**Managing Director**  
**Citibank (Hong Kong) Limited; and**  
**Winner of 2021 Gold Award,**  
**2020 & 2018 Silver Award,**  
**2019 & 2011 Excellence Award**





# **Campaign Awards**

# **Awards & Recognition**

# Campaign Awards

## Awards & Recognition



**now** TV Gold Award

Silver  
Awards x2

Bronze  
Awards x2

Excellence  
Awards x5

# Special Awards



安盛

Excellence in  
Greater Bay Area Marketing



Excellence in Innovation



Excellence in  
Omnichannel



恒生銀行  
HANG SENG BANK

Excellence in  
Segment Marketing



滙豐  
HSBC

Marketers' Favourite  
Marketing Campaign



Excellence in Branding



Excellence in Customer  
Experience and Engagement



Excellence in  
Customer Insights



Excellence in  
Marketing Collaboration

## Excellence in

Use of Data and Technology

Environmental Good

Social and Community Good

Content Marketing

Influencer Marketing

TV Commercial

Video Marketing

Small Budget 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 2024 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, 2 Silver Awards, 2 Bronze Awards and 5 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

**01**

**Submission of Entry Form**

Deadline: 13 April

**02**

**Submission of Write-ups**

Deadline: 13 May

**03**

**Selection of 10 Finalists  
and recipients of Special Awards**

Early July

**04**

**Final Judging**

22 August

**05**

**Award Seminar**

4 September

**06**

**Award Presentation Ceremony**

October



# Campaign Awards

Select **10 Finalists and Special Award winners**  
(Early July)

Determine **Winners of 10 Finalists**  
@ **Final Judging**  
(22 August)

## 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 (a simple and easy-to-understand summary video is highly advised by the examiners)



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 recognizes marketing campaigns launched by Hong Kong-based companies whose target market extends beyond Hong Kong borders into the Greater Bay Area markets.



## Excellence in Innovation

This Special Award recognizes 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.



## Excellence in Omnichannel

This Special Award recognizes marketing campaigns that have strategically integrated multiple marketing channels to deliver a seamless, consistent, and engaging brand experience across all customer touchpoints.

# Special Awards



## Excellence in Segment Marketing

This Special Award recognizes 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.



## Marketers' Favourite Marketing Campaign

The Special Award recognizes the marketing campaign which has received the highest number of votes cast by marketers attending the Award Seminar.



## Excellence in Branding

This Special Award recognizes marketing campaigns which have successfully built a positive image in the consumers' mind.

# Special Awards



## Excellence in Customer Experience & Engagement

This Special Award recognizes 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 Customer Insights

This Special Award recognizes 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 Marketing Collaboration

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

## Excellence in Environmental Good

This Special Award recognizes 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 recognizes 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 Small Budget Marketing

This Special Award recognizes 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 recognizes 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 recognizes 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 Use of Data and Technology**

This Special Award recognizes 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 Video Marketing**

This Special Award recognizes 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 2026

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, 22 August)

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:

**now** TV Gold Award

Silver Awards x2

Bronze Awards x2

Excellence Awards x5





# **Campaign Awards**

## **Judging Criteria**

# Campaign Awards Judging Criteria

**Total: 100**

|   |           |
|---|-----------|
| <b>1. Rationale Behind and Objectives of the Marketing Campaign</b>                               | <b>15</b> |
| <b>2. Strategic Impact and Originality of the Campaign</b>  | <b>15</b> |
| <b>3. Marketing Execution</b>   | <b>45</b> |
| 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 |           |
| <b>4. Results</b>   | <b>20</b> |
| 4.1 Marketing results   | 12        |
| 4.2 Financial results   | 8         |
| <b>5. Exceptional Meritorious Aspects of the Campaign</b>   | <b>5</b>  |
| 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 (45)

#### 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 (45)

#### 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 (5)

- 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

|   | <b>Total: 100</b> |
|---|-------------------|
| <b>1. Rationale Behind and Objectives of the Marketing Campaign</b>   | <b>15</b>         |
| <b>2. Strategic Impact and Originality of the Campaign</b>  | <b>15</b>         |
| <b>3. Marketing Execution</b>   | <b>45</b>         |
| 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   |                   |
| <b>4. Results</b>   | <b>20</b>         |
| 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                 |
| <b>5. Exceptional Meritorious Aspects of the Campaign</b>   | <b>5</b>          |
| 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 (45)

#### 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 (45)

#### 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 (45)

#### 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 Other Financial Consideration (5)

- 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 (5)

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

**2026** HKMA/ViuTV & Now TV  
Awards For **Marketing Excellence**  
**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



Overall scores of participating marketers in Individual Awards



Participation scores in both Campaign & Individual Awards

# Best Organization Award Judging Mechanism

| Participation   |         |                   |         | Performance        |                   |     |                 |            |                   |                      |        |
|-----------------|---------|-------------------|---------|--------------------|-------------------|-----|-----------------|------------|-------------------|----------------------|--------|
| Eligibility     |         |                   |         | Written Submission |                   |     | Final Judging   |            |                   |                      |        |
| Campaign Awards |         | Individual Awards |         | Campaign Awards    | Individual Awards |     | Campaign Awards |            | Individual Awards |                      |        |
| Entries         | Scores  | Entries           | Scores  | 60%                |                   | 30% |                 | Award      | Scores            | Award                | Scores |
| 2               | 2       | 1                 | 1       | 60%                |                   | 30% |                 | Gold       | 5                 | Marketer of the Year | 2      |
| 3               | 3       | 2                 | 2       |                    |                   |     |                 | Silver     | 3                 |                      |        |
| 4+              | 4 (Max) | 3                 | 3       |                    |                   |     |                 | Bronze     | 2                 |                      |        |
|                 |         | 4+                | 4 (Max) |                    |                   |     |                 | Excellence | 1                 |                      |        |



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

**2026** HKMA/ViuTV & Now TV  
Awards For **Marketing Excellence**  
**Experience Sharing**



# Winner's Sharing



**Mr Franklin Law**  
**Deputy Chairperson**  
**Elite Marketers' Alumni;**  
**Marketing Director**  
**Ocean Park Corporation; and**  
**2025 ViuTV Marketer of the Year &**  
**Bronze Award Winner**



# Birth of Belonging: When Pandas Became Family

In 2024, two 120-gram miracles turned 7.5 million Hong Kongers into proud 'pawrents'.



# The Panda-Monium: When Pandas Became Family

In 2024, two 120-gram miracles turned 7.5 million Hong Kongers into proud 'pawrents'.



# 【從100克開始】 Hong Kong's First Giant Panda Documentary





**2026** HKMA/ViuTV & Now TV  
Awards For **Marketing Excellence**  
**Crafting Campaigns that Stand Out**



# Sharing on “Crafting Campaigns that Stand Out”

**Moderator**

**Ms Karen Tam**

**Executive Committee Member, HKMA Elite Marketers’ Alumni; and  
2014 Marketer of the Year,  
2008 & 2014 Gold Award Winner,  
2013 Silver Award Winner**



**Ms Meggy Cheng**

**Executive Committee Member, HKMA Elite Marketers’ Alumni;  
Executive Director, Hong Kong Dance Company; and  
2019 Marketer of the Year &  
2025 Tai Hing Catering Group Excellence in Marketing Collaboration**



**Mr Peter Wong**

**Founder & CEO, Integrated Publicity Services Limited; and  
2025 Excellence in Social and Community Good &  
2025 Excellence in Small Budget Marketing**





×

STORM  
CLOUDS  
風雲

×

譚仔

雲南米線



根治大家

*You've  
Got  
a friend*

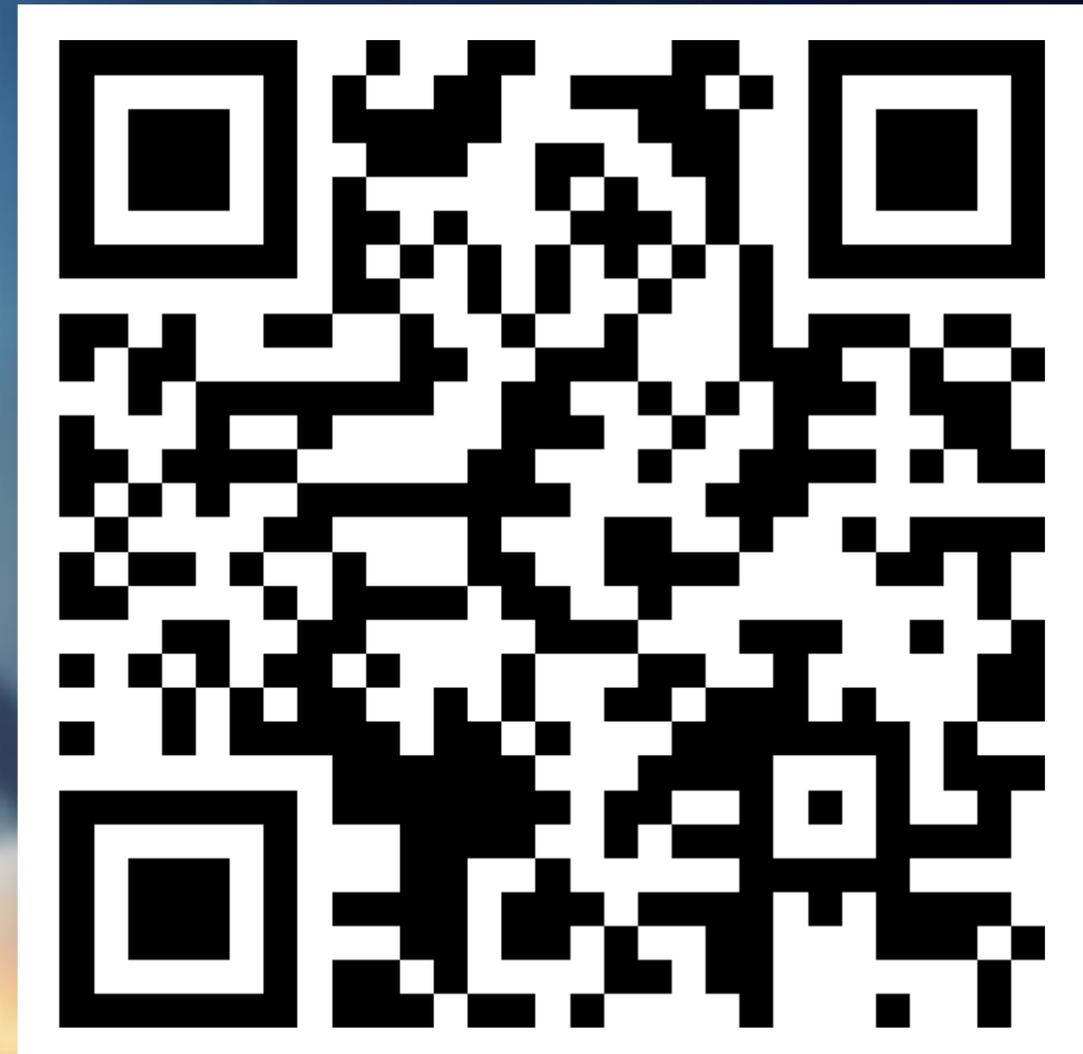
# Question-and-Answer Session

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

# HKMA



2. Submit your **QUESTIONS**



Sponsors:



Organizer:



The Hong Kong Management Association  
Advancing Management Excellence

# 2026 HKMA/ViuTV & Now TV Awards For Marketing Excellence Briefing Session



# SUBMIT YOUR ENTRIES NOW!

## Entry Deadline: 13 April



**CAMPAIGN  
AWARDS**

*(Write-up submission deadline: 13 May)*



**INDIVIDUAL  
AWARDS**

*(Write-up submission deadline: 22 May)*



**AGENCIES OF  
THE YEAR**