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Organizer:



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



**THE OSCARS**  
**IN THE MARKETING FIELD**  
**IS NOW OPEN FOR APPLICATIONS!**



# SPECIAL AWARD TITLE SPONSORS

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**AXA Hong Kong and Macau**  
(Excellence in Greater Bay Area Marketing)



**Chow Tai Fook Jewellery Group**  
(Excellence in Use of Data and Technology)



**Citibank (Hong Kong) Limited**  
(Excellence in Innovation)



**HSBC Hong Kong**  
(Marketers' Favourite Marketing Campaign)



**McDonald's Hong Kong**  
(Excellence in Branding)














**Prudential Hong Kong**  
(Excellence in Customer Engagement and Experience)



**Tai Hing Group Holdings Limited**  
(Excellence in Marketing Collaboration)

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# CORPORATE SPONSORS

	CLP Power Hong Kong Limited		Fantastic Natural Cosmetics Limited
	Fuji Photo Products Company Limited		The Hong Kong and China Gas Company Limited
	Hong Kong Economic Times		HKT Limited
	Hong Kong Tourism Board		MTR Corporation
	Peoples Smart Living Limited		PrimeCredit Limited
	The Standard		

# SUPPORTING ORGANIZATIONS

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





# CAMPAIGN AWARDS

## SPECIAL AWARD TITLE SPONSORS

### AXA EXCELLENCE IN GREATER BAY AREA MARKETING

#### About AXA Hong Kong and Macau

AXA Hong Kong and Macau is a member of the AXA Group, a leading global insurer with presence in 51 markets and serving 93 million customers worldwide. Our purpose is to act for human progress by protecting what matters.

As one of the most diversified insurers in Hong Kong, we offer integrated solutions across Life, Health and General Insurance. We are the largest General Insurance provider and a major Health and Employee Benefits provider. Our aim is to not only be the insurer to provide comprehensive protection to our customers, but also a holistic partner to the individuals, businesses and community we serve. At the core of our service commitment is continuous product & service innovation and customer experience enrichment, which is achieved through actively listening to our customers' needs and leveraging and investing in technology and digital transformation.

We embrace our responsibility to be a driving force against climate change and a force for good to create shared value for our community. We are proud to be the first to address the importance of mental health through different products and services and thought leading iconic research. Our overall Sustainability Strategy, with emphasis on climate strategy and biodiversity commitment, is developed based on TCFD recommendations. We are committed to integrating environmental, social and governance factors across our business and strive to contribute to a sustainable future through 3 distinct roles - as an investor, an insurer and an exemplary company.

### CHOW TAI FOOK EXCELLENCE IN USE OF DATA AND TECHNOLOGY

#### About Chow Tai Fook Jewellery Group

Chow Tai Fook Jewellery Group Limited was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group's vision is to become the most trusted jewellery group in the world.

Founded in 1929, the Group's iconic brand "CHOW TAI FOOK" is widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. A long-standing commitment to innovation and craftsmanship has contributed to the Group's success, along with that of its iconic retail brand, and has been embodied in its rich heritage. Underpinning this success are our long-held core values of "Sincerity · Eternity".

The Group's differentiation strategy continues to make inroads into diverse customer segments by catering to a bespoke experience for different lifestyles and personalities, as well as customers' different life stages. Offering a wide variety of products, services and channels, the Group's brand portfolio comprises the CHOW TAI FOOK flagship brand with curated retail experiences, and other individual brands including HEARTS ON FIRE, ENZO, SOINLOVE and MONOLOGUE.

The Group's commitment to sustainable growth is anchored in its customer-centric focus and strategies, which are in place to promote long-term innovation in business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated and agile business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners across the world.

With an extensive retail network in China, Japan, Korea, Southeast Asia, the United States and Canada, as well as a fast-growing smart retail business, the Group is implementing effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.



# CAMPAIGN AWARDS

## SPECIAL AWARD TITLE SPONSORS

### CITIBANK EXCELLENCE IN INNOVATION

#### About Citibank Hong Kong

Since Citi opened its first office in Hong Kong in 1902, we have become one of the largest and longest-established foreign financial institutions in the territory.

Citi's consumer business offers a complete range of world-class financial products and services to individuals and commercial entities in Hong Kong through its retail branches and various remote channels. Citibank is also a leading credit card issuer in Hong Kong with a diverse portfolio of offerings to meet the needs of different client segments.

At Citi, we believe that banking should be simple and convenient, and we are constantly leveraging technology to enhance the client experience so the Bank has become capable of getting into the customers' life circles, weaving itself into their lives and thereby bringing in even more potential customers. The rapid adoption of mobile and other digital channels has transformed how Citi's clients bank, sign up for cards or loans, pay their bills or use the Bank's wealth management services.

At the heart of Citi's philosophy is a desire to be innovative while providing service excellence to satisfy diverse clients' needs. This has manifested itself over the years with many industry-first services, such as touch screen ATMs, the first ever banking mobile application in Hong Kong and, most recently, a major enhancement of digitized products offering a convenient, simple and efficient banking service. Citibank was the first Bank in Hong Kong to make available its APIs in the Developer Portal in order to reach out to the tech world to accelerate FinTech development. Citibank has been actively developing digital banking services and many of the Bank's new digital projects launched in recent years are first-of-its-kind in the Hong Kong market. Collaborating with various API partners, the Bank's platforms and those of its partners have been well connected to enable customers to get in touch with banking services anytime and anywhere, without switching between different platforms, thereby enhancing their seamless banking experience.

Citi continues to show its dedication to promoting financial inclusion. It launched the innovative Citi Plus® service with a digital value proposition, offering financial education and a novel banking experience to level-up digital natives through mobile banking. As the name Citi Plus indicates, its service positioning, design features, functions and user interface will delight clients in their daily wealth management and establish itself as their trustworthy partner. Citi Plus® clients can access personalized wealth management information and knowledge kits to accumulate wealth and boost their saving rate through accomplishing fun tasks. They can also start investing in money market funds with as little as HK\$1.

Citi has a history of embracing innovative solutions to transform how we serve clients. We are proud that our digital banking services and products have won customers' hearts and we will continue to serve our clients with the best-in-class digital banking experience.

### HSBC HONG KONG MARKETERS' FAVOURITE MARKETING CAMPAIGN

#### About HSBC Hong Kong

HSBC is one of the world's largest banking and financial services organisations with over 150 years of history. We serve approximately 39 million customers through our global businesses: Wealth and Personal Banking, Commercial Banking, and Global Banking & Markets. Our network covers 62 countries and territories in Europe, Asia, the Middle East and Africa, North America and Latin America. Our purpose - Opening up a world of opportunity - explains why we exist. We're here to use our unique expertise, capabilities, breadth and perspectives to open up new kinds of opportunity for our customers. We're bringing together the people, ideas and capital that nurture progress and growth, helping to create a better world - for our customers, our people, our investors, our communities and the planet we all share. HSBC is known in Cantonese as "Wayfoong", which means "focus of wealth" or "abundance of remittances."



# CAMPAIGN AWARDS

## SPECIAL AWARD TITLE SPONSORS

### **MCDONALD'S HONG KONG EXCELLENCE IN BRANDING**

#### **About McDonald's Hong Kong**

Since 1975, McDonald's has been growing with Hong Kong people for 49 years with over 250 restaurants around the city and a workforce of more than 15,000. Serving one million customers a day with premium food and attentive services, we are proud to be the number one quick service restaurant in Hong Kong. As a purpose driven and family friendly brand, we constantly innovate for growth through menu innovation, digital transformation, sustainability, community and youth empowerment to create happy moments for customers and the community at large.

### **PRUDENTIAL HONG KONG EXCELLENCE IN CUSTOMER ENGAGEMENT AND EXPERIENCE**

#### **About Prudential Hong Kong Limited**

Prudential has been serving the people of Hong Kong since 1964, with a broad range of health protection, wealth and retirement planning solutions, as well as general insurance and employee benefits. In 2023, we opened a branch in Macau, making healthcare and financial security more accessible to people in the Greater Bay Area.

At Prudential, it is our mission to be the most trusted partner and protector for this generation and generations to come. Currently, we boast a strong multi-channel distribution network including the largest agency force in Hong Kong with 20,000 financial consultants. In addition, customers can conveniently access our life insurance products and services through our bancassurance partner - Standard Chartered Bank, and also over 150 intermediary partners in our brokerage channel.

Prudential has always been at the forefront of digital innovation. Our omni-channel strategy encompassing both online and offline touchpoints offer timely, easy-to-access and tailored insurance products plus other value-added services. To date, we have over 30 industry leading partners in the Prudential ecosystem, empowering our customers to manage their health and wellbeing.

Being a responsible corporate citizen, Prudential recognises the significant role it plays in the community. We do this by making health and financial security accessible for everyone, by stewarding the human impacts of climate change and building social capital.

### **TAI HING GROUP HOLDINGS LIMITED EXCELLENCE IN MARKETING COLLABORATION**

#### **About Tai Hing Group Holdings Limited**

With 35 years of experience in the catering industry, Tai Hing Group was listed on the Main Board of the Hong Kong Stock Exchange (stock code: 6811) in 2019. Embracing a multi-brand strategy, it has developed into a chain with over 200 restaurants offering a variety of cuisines in Hong Kong, Mainland China and Macau. The Group now comprises over 15 brands serving Hong Kong Style, Chinese, Taiwanese, Japanese, Vietnamese and Southeast Asian cuisines, featuring representative delicacies from various culinary cultures, so that customers can enjoy the distinctive dining experience of each brand.



# THE OSCARS IN THE MARKETING FIELD







# INTRODUCTION TO THE AWARDS

## ABOUT THE MARKETING AWARDS

The HKMA/ViuTV & Now TV Awards for Marketing Excellence bestow 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.

## HOW THE MARKETING AWARDS BENEFIT

### YOU

- Provide a valuable experience-sharing occasion
- Excellent opportunity to prove your ability and success
- Gain recognition from peers in the marketing profession and the business community
- Fun, exciting and enriching

### YOUR COMPANY

- Confer the prestigious recognition and endorsement of the HKMA on the company's product or service and the company itself
- Strengthen the company's reputation within the trade and in the community at large
- Provide a high-profile, positive image for the company and its product or service via
  - coverage in the major Chinese and English language press;
  - exposure on ViuTV and Now TV channels in the Award promotion campaign.
- Increase the morale and motivation of the staff of Award recipients by publicly recognizing their efforts; and
- The winners will be allowed to use the award logo on their stationery, promotional literature and in advertising.

## MARKETING AWARD CATEGORIES

There are three categories for the awards:

- Campaign Awards
- Individual Awards
- Best Organization Award (New!)

## MARKETING 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.

## ENQUIRIES

Ms Sunnie Ma, Senior Membership and Event Consultant    Tel: 3468 5002    Email: [sunniema@hkma.org.hk](mailto:sunniema@hkma.org.hk)

## WEBSITES

[www.hkma.org.hk/Marketingaward](http://www.hkma.org.hk/Marketingaward)  
[www.facebook.com/Marketingaward](https://www.facebook.com/Marketingaward)

# INTRODUCTION TO THE AWARDS

## MARKETING AWARDS ORGANIZING COMMITTEE

### **Mr S K Cheong (Chairman)**

Vice Chairman  
HK Television Entertainment Co Ltd

### **Mr C K Chan**

Head of Hong Kong and Macau  
Tmall World

### **Mr Darren Chan**

Managing Director, Food,  
Hong Kong & Macau  
DFI Retail Group

### **Ms Jojo Chan**

Executive Director  
Tai Hing Group Holdings Limited

### **Mr Derek Choi**

Managing Director  
HKT Home

### **Mr Brian Hui**

Managing Director  
Head of Customer Propositions and  
Marketing, Wealth and Personal  
Banking  
HSBC

### **Mr Lawrence Lam**

Chief Executive Officer  
Prudential Hong Kong Limited

### **Mr Steve Ng**

Managing Director, Commercial Group  
HKT

### **Mr Francis Phua**

Managing Director  
Franck Muller (HK) Limited

### **Mr Gareth Pope**

SVP - Asia Pacific  
lululemon

### **Mr Ivan Wong**

Chief Executive  
Ocean Park Corporation

## CHIEF MARKETING OFFICER COMMITTEE

### **Ms Tina Chao**

Chief Marketing and  
Digital Customer Experience Officer  
McDonald's Hong Kong

### **Ms Diane Chiu**

General Manager  
– Marketing & Revenue Management  
MTR Corporation

### **Mr Ivan Choi**

Chief Customer & Marketing Officer  
Prudential Hong Kong Limited

### **Mr Matthew Lam**

Director of Marketing – Digital  
SWIRE Hotels Group

### **Mr Eric Lin**

General Manager, HK & Macau  
Lee Kum Kee

### **Ms Angela Shing**

Asia Citi Global Wealth CMO &  
HK Head of Digital Sales and  
Marketing  
Citibank

### **Mr Cheuk Shum**

Managing Director, Head of Marketing,  
Wealth and Personal Banking  
HSBC Hong Kong

### **Ms Angela Wong**

Chief Marketing and Customer Officer  
AXA Hong Kong and Macau

### **Ms Catherine Wong**

General Manager  
– Retail Marketing and Sales  
The Hong Kong and China Gas  
Company Ltd

### **Mr Eddy Yip**

Product & Marketing Director  
– HK & TW, Territory Manager HK  
Trip.com



# INTRODUCTION TO THE AWARDS

## BOARD OF EXAMINERS - CAMPAIGN AWARDS

### **Mr S K Cheong (Chairman)**

Vice Chairman  
HK Television Entertainment Co Ltd

### **Mr C K Chan**

Head of Hong Kong and Macau  
Tmall World

### **Mr Darren Chan**

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Managing Director  
HKT Home

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Managing Director, Commercial Group  
HKT

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Managing Director  
Franck Muller (HK) Limited

### **Mr Gareth Pope**

SVP - Asia Pacific  
lululemon

### **Mr Ivan Wong**

Chief Executive  
Ocean Park Corporation

### **Mr Calvin Chan**

Chairman & CEO  
CATALO Natural Health Foods Limited

### **Dr Bankee Kwan JP**

Chairman & CEO  
CASH Group

### **Mr Bruce Lam**

Managing Director, Consumer Mobile  
CSL Mobile Limited

### **Mr Frank Lee**

President  
Tom Lee Music Co Ltd

### **Mr Vincent Leung**

Vice Chairman  
Peoples Smart Living Limited

### **Mr Edmund Mak**

Partner  
Funder Capital Group

### **Mr Stanley Sun**

Managing Director  
Fuji Photo Products Co Ltd

### **Mr Larry Sze**

Chairman  
Gibb Livingston & Co

### **Mr Kent Wong**

Managing Director  
Chow Tai Fook Jewellery Group Limited

### **Mr Robert Young**

Member  
Marketing Management Committee

### **Ms Tina Chao**

Chief Marketing and  
Digital Customer Experience Officer  
McDonald's Hong Kong

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Company Ltd

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– HK & TW, Territory Manager HK  
Trip.com



# INTRODUCTION TO THE AWARDS

## BOARD OF EXAMINERS - INDIVIDUAL AWARDS

### **Mr S K Cheong (Chairman)**

Vice Chairman  
HK Television Entertainment Co Ltd

### **Mr C K Chan**

Head of Hong Kong and Macau  
Tmall World

### **Mr Darren Chan**

Managing Director, Food,  
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### **Mr Kent Wong**

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Chow Tai Fook Jewellery Group Limited

### **Mr Robert Young**

Member  
Marketing Management Committee



# BEST ORGANIZATION AWARD





# BEST ORGANIZATION AWARD

## OBJECTIVE

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.

## 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.

## JUDGING MECHANISM

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

1. Overall scores of participating campaigns in Campaign Awards (60%)
2. Overall scores of participating marketers in Individual Awards (30%)
3. 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	

## AWARD AND RECOGNITION

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





# 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, although supporting materials need not have been produced locally.
- The campaign for the Mainland China market should be run by a Hong Kong company or organization.

## MARKETING AWARDS

The following Marketing Awards will be granted to a maximum of ten marketing campaigns by the Panel of Judges and the Board of Examiners:

- Now TV Gold Award
- 2 Silver Awards
- 2 Bronze Awards
- 5 Excellence Awards

## SPECIAL AWARDS

Recipients of the following marketing awards will be selected by the Board of Examiners from amongst all the participating marketing campaigns:

-  安盛 Excellence in Greater Bay Area Marketing  
(AXA Hong Kong and Macau is the Title Sponsor of the Award)
-  周大福 Excellence in Use of Data and Technology  
(Chow Tai Fook Jewellery Group Limited is the Title Sponsor of the Award)
-  Excellence in Innovation  
(Citibank (Hong Kong) Limited is the Title Sponsor of the Award)
-  滙豐 Marketers' Favourite Marketing Campaign  
(HSBC Hong Kong is the Title Sponsor of the Award)
-  Excellence in Branding  
(McDonald's Hong Kong is the Title Sponsor of the Award)
-  PRUDENTIAL 保誠保險 Excellence in Customer Engagement and Experience  
(Prudential Hong Kong Limited is the Title Sponsor of the Award)
-  太興 Excellence in Marketing Collaboration  
(Tai Hing Group Holdings Limited is the Title Sponsor of the Award)
- Excellence in Content Marketing
- Excellence in Customer Insights
- Excellence in Environmental Good
- Excellence in Influencer Marketing
- Excellence in Online and Offline Integration
- Excellence in Segment Marketing
- Excellence in Small Budget Marketing
- Excellence in Social and Community Good
- Excellence in TV Commercial
- Excellence in Video Marketing
- Agencies of the Year

(Please refer to page 13-14 for more details)

## ENTRIES FROM NON-PROFIT ORGANIZATIONS (NPOS)

For entries submitted by non-profit organizations, the marketing campaigns will be judged based on the "Judging Criteria for NPOs" (Please refer to page 16). They will go through the same judging process and will compete for the Now TV Gold, Silver, Bronze Awards and Excellence Awards with the conventional entries. Non-profit organizations have to provide supporting document together with the Entry Form to verify its NPO status.

# CAMPAIGN AWARDS

## JUDGING PROCESS AND AWARD SCHEDULE

<b>Submission of Entry Form</b> <i>(Deadline: Monday, 15 April 2024)</i>	All participating companies have to submit an Entry Form. Non-profit organizations have to provide supporting document to verify its NPO status.
<b>Submission of Write-ups</b> <i>(Deadline: Thursday, 16 May 2024)</i>	All entries have to submit, in English or Chinese: <ul style="list-style-type: none"><li>• A five-page summary of their marketing campaign, and</li><li>• A one-page executive summary OR a three-minute video summarizing the marketing campaign; to be reviewed by the Board of Examiners.</li></ul> The written submissions should cover all Judging Criteria. Entries submitted by non-profit organizations will be judged based on the "Judging Criteria for NPOs" (Please refer to Page 16).
<b>Final Judging</b> <i>(Saturday, 24 August 2024)</i>	Ten finalists will be invited to deliver a 15-minute presentation, followed by a 10-minute Question & Answer session, before the Panel of Judges and the Board of Examiners at the Final Judging. The Judges and Examiners will then decide on the winners of the Now TV Gold, 2 Silver, 2 Bronze Awards and 5 Excellence Awards.
<b>Award Seminar</b> <i>(Monday, 9 September 2024)</i>	All finalists are requested to present their marketing campaigns at the Award Seminar which is open to all executives. Winner of the HSBC Hong Kong Marketers' Favourite Marketing Campaign will be decided by the number of votes received from participants during the Award Seminar.
<b>Award Presentation Dinner</b> <i>(Wednesday, 9 October 2024)</i>	All the results of the Awards will be announced at the Award Presentation Dinner.

## PARTICIPATION FEE

HKMA Member: HK\$15,600 per programme

HK\$1,800 per special award

Non-Member: HK\$20,800 per programme

HK\$2,100 per special award

SMEs / NPOs (with less than 100 employees in Hong Kong)\*: Free of charge for Campaign Awards and two Special Awards. Fees will be incurred if SMEs would like to enroll for more than two Special Awards.

The participation fee covers (not applicable to SMEs / NPOs with less than 100 employees in Hong Kong):

- 10 seats at the Award Seminar
- 2 seats at the Seminar on 'The Way to Become a Top Marketer'
- 1 seat at the Award Presentation Dinner

\*Entry is free only for Small and Medium Enterprises (SMEs) or Non-Profits Organizations (NPOs) which employ not more than 100 persons in Hong Kong and are not subsidiaries of any group of companies or local offices of multinational companies. NPOs\* have to provide supporting document together with the Entry Form to verify its NPO status. The Hong Kong Management Association reserves the right to make the final binding decisions on the eligibility of applicants.



# 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 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 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.



## **滙豐 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 ENGAGEMENT AND EXPERIENCE**

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.

## **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.



# CAMPAIGN AWARDS 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 expense

## 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 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 HK SAR 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 (see page 22) 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 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



# CAMPAIGN AWARDS JUDGING CRITERIA

## INDICATIVE RATINGS

### 1. RATIONALE BEHIND AND OBJECTIVES OF THE MARKETING CAMPAIGN 15

- 1.1 Analysis of the market, customer needs, and the competition
- 1.2 Consumer insights behind the campaign
- 1.3 Definition of objectives / problem & issues to be solved

### 2. STRATEGIC IMPACT AND ORIGINALITY OF THE CAMPAIGN 15

- 2.1 For local campaign, elements of the campaign which are highly original and creative
- 2.2 For international campaign, efforts to adapt to local market needs and elements which are highly creative
- 2.3 The extent to which the campaign broke new ground in the industry and created a unique position for the company

### 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 market (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
- 3.4 Communication and promotion
  - Impact on consumer/customer awareness, attitudes 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

### 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

### 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

**TOTAL: 100**

# CAMPAIGN AWARDS

## JUDGING CRITERIA FOR NPOS

		INDICATIVE RATINGS
<b>1. RATIONALE BEHIND AND OBJECTIVES OF THE MARKETING CAMPAIGN</b>		<b>15</b>
1.1	Analysis of the societal issue; target audience or segment groups, their needs and the perception of the issue; and the competition	
1.2	Insights of target audience or segment groups behind the campaign	
1.3	Definition of the objective behavioural change to address the issue	
<b>2. STRATEGIC IMPACT AND ORIGINALITY OF THE CAMPAIGN</b>		<b>15</b>
2.1	For local campaign, elements of the campaign which are highly original and creative	
2.2	For international campaign, efforts to adapt to local societal needs and elements which are highly creative	
2.3	The extent to which the campaign broke new ground in the industry or society and created a unique position for the organization	
<b>3. MARKETING EXECUTION</b>		<b>40</b>
3.1	Development and positioning of product / service / behaviour / idea <ul style="list-style-type: none"> <li>- Relevance to target audience needs</li> <li>- Benefits offered to target audience</li> <li>- For international product / service / behaviour / idea, adaptations for local targets (e.g. reformation, repackaging, reformatting, new applications)</li> </ul>	
3.2	Cost of target audience <ul style="list-style-type: none"> <li>- If there is a monetary cost associated with the product / service, the rationale behind the adoption of the 'pricing' mechanism</li> <li>- If not, the non-monetary cost or the perceived barriers to the target audience and the rationale behind it</li> </ul>	
3.3	Distribution channels <ul style="list-style-type: none"> <li>- Alignment of marketing objectives, resources and target audience</li> <li>- Efficiency of channels used to reach target audience</li> </ul>	
3.4	Communication and promotion <ul style="list-style-type: none"> <li>- Impact on target audience's awareness, attitudes and usage</li> </ul>	
3.5	People <ul style="list-style-type: none"> <li>- 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?</li> <li>- How staff and / or volunteers are appropriately trained and well motivated to deliver the objectives of the campaign?</li> <li>- How the people issues have been appropriately considered?</li> <li>- How the people element was used to add value to the campaign?</li> </ul>	
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 <ul style="list-style-type: none"> <li>- The extent to which the results met marketing objectives</li> <li>- Measurable outcomes (changes in target audience perceptions, attitude and behaviour, increases in awareness of the organization / product / service / behaviour / idea, usage level of target audience, etc)</li> </ul>	15
4.2	Other Financial Consideration (amount of donations, funding or grants generated through the campaign, cost efficiency and implications)	5
<b>5. EXCEPTIONAL MERITORIOUS ASPECTS OF THE CAMPAIGN</b>		<b>10</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	

**TOTAL: 100**





# PAST CAMPAIGN AWARDS WINNERS

2023

## NOW TV GOLD

M+, West Kowloon Cultural District - Yayoi Kusama: 1945 to Now

## SILVER

AXA Hong Kong and Macau - Better protection, better healthcare

## BRONZE

HSBC Mobile Banking presents: DuoVerse

## EXCELLENCE AWARDS

McDonald's Baby Shark 齊齊減塑

MTR Corporation - East Rail Line Cross Harbour Extension Opening Campaign

New World Development - Share for Good

## MERIT AWARDS

McDonald's Big Mac x 季前賽 x 903 All Star 籃球賽

McDonald's Raise Your Arches (去麥記lor)

Tai Hing 33rd Anniversary - Milk Tea Campaign

When WeLend A.I. Technology and Humanity Meet for Empowering 'Financial Sustainability'

2022

## NOW TV GOLD

CSL Mobile Limited - csl x MIRROR 5G Campaign

## SILVER

McDonald's App 1st Anniversary - Celebrating the Super Fans

## BRONZE

McDonald's x MIRROR - 麥炸雞

## EXCELLENCE AWARDS

送嘢就啖 Lalarmove, 一call萬應

MTR Corporation - The Tuen Ma Line Opening

HSBC Premier #ThisIsMyFamily Campaign

## MERIT AWARDS

HSBC Everymile Credit Card Launch

HSBC One - Say Goodbye to Wealth A0 Millennials Campaign

PayMe from HSBC - Hong Kong's Laisee

WeLab Bank - VIRTUAL BANK - WE KNOW, WHAT YOU "KONG"

2021

## NOW TV GOLD

Citibank - Citi Plus Launch Campaign

## SILVER

McDonald's Big Mac x 姜濤 (Keung B)

## BRONZE

Hong Kong Tourism Board - Holiday at Home

## EXCELLENCE AWARDS

Airstar - 全民加薪、全民放假

McDonald's - OmniPork Luncheon Campaign (新餐肉系列)

ZA Bank - 做壞規矩 做好銀行

## MERIT AWARDS

AQUA PRO+TECH - Golden 7 Seconds

AXA - Everyday Gets Better with Emma

Shell - Top Cars, Race Now: Refuel Shell V-Power,

Re-energize in New Normal

The WeLend A.I. Evolution:

Re-engineering the Future of Loan Business

2020

## GOLD

CSL - 5G See The World Differently

## SILVER

Citibank - More Than a Bank in My Hand

## BRONZE

McDonald's - 'The Surprise Chicken Expert'

## EXCELLENCE AWARDS

7-Eleven - Give A Voucher, Donate A Meal

Alipay - Infinite Possibilities

BioEm - Spray the Distance Away on a Mission to Bring us Closer

## MERIT AWARDS

AXA - 'Live with Confidence' Marketing Campaign

DBS Bank - Banking Unplugged by DBS Groundbreaking Innovation

- iWealth app

McDonald's - McCafé 20th Anniversary

Standard Chartered Bank - INVEST FROM HOME, BANK FROM HOME

2019

## GOLD

McDonald's X 鋒味 MY TASTE OF HONG KONG

## SILVER

WeLend - Humanizing a Humanless Experience - WeLend A.I. Loan

## BRONZE

SWIPE - Swipe EX - Literature of Mindful Cleaning

## EXCELLENCE AWARDS

Citibank - Citigold 'Own The Affluent' Campaign

HKTVMall - Miss Do Do Cheng Online Shopping Tutorial

KOSÉ GRACE ONE - THE ACADEMY OF AGELESSNESS

## MERIT AWARDS

Reboot HSBC Life

Mannings - The Power of the Inner Smile

Ricacorp - The REAL Listing

Secret Tour - Breakup Tour

2018

## GOLD

Carlsberg - Probably the Best Beer Marketing Revolution

## SILVER

Citibank - It's a Bank in My Hand

## BRONZE

Pricerite - Small Space Big Universe

## EXCELLENCE AWARDS

Chow Tai Fook - Love of a Lifetime

Chow Tai Fook - T MARK "To Tell the Truth"

HSBC - The One Card That Has It All

## MERIT AWARDS

CK Asset - Ocean Pride Development

HKJC - Striding On

McDonald's - McCafé "It's What's Inside That Counts"

Watsons Water 'Drops of Fun' Rewards

2017

## GOLD

1010 - Be Distinctive

## SILVER

WeLend - Disrupting Traditional Loan

## BRONZE

NESCAFÉ South East Asian Range Campaign

## EXCELLENCE AWARDS

If Carlsberg Did Marketing

K11 Concepts - Disruptive New Business Innovation for Millennial

Entrepreneur - K11 Natural

PrimeCredit - WeWa New Brand Launch Campaign - WeShake WeWin

WeWa

## MERIT AWARDS

FWD General - FWD Drivamatics Mobile App

FWD Life - This is How Insurance Works Today

MoneySQ - Revolutionize Hong Kong Financial Market

Pizza Hut - Roulette Cheesy Bites Pizza: The Brave-or-Crave Challenge

# PAST CAMPAIGN AWARDS WINNERS

## 2016

### GOLD

csl Hit the BIG time on a BIG network

### SILVER

ManulifeMOVE

### BRONZE

Tai Hing – My Hero II: The Rise of Hero Chef

### EXCELLENCE AWARDS

AIA – Love is in Every Moment – Father & Daughter

Crown Motors – FUN2GATHER Toyota Sienta & Spade

McDonald's – Next Generation of Customer Experience

### MERIT AWARDS

3HK – Making Better

FWD Savie Insurance 'Simply Unbeatable' Campaign

McDonald's – A Surprise in Disguise

Standard Chartered x Asia Miles Launch Campaign

## 2015

### GOLD

Coca-Cola China Ltd - Share A Coke

### SILVER

British Motors Limited - The Unexpected – All New Discovery Sport

### BRONZE

Maxim's Caterers Limited - Mooncake Market Revolution – Maxim's

Egg Custard Mooncake 2014

### EXCELLENCE AWARDS

Arome Bakery (HK) Co Ltd - Arome Anew & Beyond

Pricerite Stores Limited - Small Space: Big Universe

Nestle Hong Kong Ltd - Frutips Relevancy Campaign

### MERIT AWARDS

The Hong Kong and China Gas Company Limited - Cook For Love

The Hong Kong and China Gas Company Limited - Total Kitchen Solution

K11 Concepts Limited - The Revolutionary Art x Commerce Retail

Model – Local Customer Recognition As Our Continued Driving Force

PrimeCredit Limited - Turning Property into Cash

## 2014

### GOLD

Harbour City - Rubber Duck Joy to the World Campaign

### SILVER

Wellcome's 'Like Always' Campaign

### BRONZE

CLP Power - 'Let's Save Now For A Better Future' Marketing Campaign

### EXCELLENCE AWARDS

Chow Tai Fook 'The Perfect One' Bridal Campaign 2013

Environmental Protection Department - Food Wise Hong Kong

PrimeCredit - Golden-teeth Promise

### MERIT AWARDS

RunOurCity 'Free to Run 3.23 Hong Kong Streetathon'

McDonald's Restaurants - From CNY to WNY: Making the Most of the New Year

Tai Hing Catering Group - My Hero 太好味道

Times Square: This is Your Time; Timely Transformation Of

A Fading Meeting Place

## 2013

### GOLD

PCCW - HKT mobile service 'Ultimate Mobility'

### SILVER

Harbour City – Doraemon Brings Innovative Surprises through Joyful Experiences

### BRONZE

Love the Planet 4.22 Hong Kong Goes Green Monday

### EXCELLENCE AWARDS

Turning Brand Culture into Customer Benefit – Fairwood 40th Anniversary

Breakthrough the Dark Side of Hong Kong Disneyland

McDonald's Restaurants – I'm Amazing

### MERIT AWARDS

Dairy Farm - Wellcome – Low Low Price Watcher

The Hong Kong Jockey Club – Happy Wednesday

McDonald's Restaurants – It's Mac Time Tonight

TSL | 謝瑞麟 Brand Revitalization – Rising from The Gloom

## 2012

### GOLD

Coca-Cola Summer 'Chok' Campaign

### SILVER

Hong Kong Breast Cancer Foundation – Three Steps to Breast Health

### BRONZE

Disneyland's It's Playtime with Friends - The Power of Synergy

### EXCELLENCE AWARDS

FUJIFILM X-series – The sect of wandering photographing – The Re-birth of a Camera Giant

McDonald's - The Road to Becoming Hong Kong's Coffee Destination

iButterfly – Turning the Sky into a Canvas

### MERIT AWARDS

PopCorn's Opening Campaign

Okamoto - Water Temptation, Thinner than Super Thin

Pizza Hut - Pizza and More

SOLVIL ET TITUS: Time is Love

## 2011

### GOLD

The House of Dancing Water, City of Dreams – A New Era of Entertainment in Macau

### SILVER

Ocean Park's Aqua City – The re-birth of a miracle

### BRONZE

China 3D's 3 Dimensional Marketing of 3D Sex and Zen

### EXCELLENCE AWARDS

Citibank Banks on New Standards to Break Banking Inertia

Free Golden Bangle

Breaking Out of the Price Prison – How McDonald's launched its first premium product, 35 years on

## 2010

### GOLD

Maxim's Angel and Devil

### SILVER

Standard Chartered Hong Kong 150th Anniversary

Commemorative Charity Banknote Marketing Campaign

### BRONZE

McDonald's Moments Delivered

### EXCELLENCE AWARDS

Endless Love – Rebranding BOCG Life

Cathay Pacific 'People & Service' Campaign

HKJC 125th Anniversary Campaign



# PAST CAMPAIGN AWARDS WINNERS

2009

## GOLD

MTR Rail Merger Campaign - The Unprecedented Marketing Challenge

## SILVER

McDonald's Democratizing Premium Coffee

## BRONZE

American Express Cathay Pacific Credit Card - Fly Faster

## CERTIFICATES OF EXCELLENCE

Cathay Pacific New Cabin Designs Marketing Campaign

Dairy Farm - One Dollar Does Matter

The HKJC Olympic 2008 Campaign - How We Excelled in the World

2008

## GOLD

Continuous 'One-Up' Breakthrough

- The Success Story of Harbour City, the Success Story of You & Me!

## SILVER

Pizza Hut Chessy Bites - Release the Child in You

## BRONZE

Manhattan Hill - Magic Happens in West Kowloon

## CERTIFICATES OF EXCELLENCE

Coca-Cola zero - Who Says You Can't Have Real Taste Zero Sugar

Ronald McDonald House Charities: Part of Me, Part of My Community

PCCW Mobile - Building A Brand with Passion Power

2007

## GOLD

Bel-Air No.8 - The New Landmark in Island South

## SILVER

Cathay Pacific - Moving Forward with Hong Kong for 60 Years

## BRONZE

Luxottica - Revitalized an Old Brand in a Stagnant Industry

## CERTIFICATES OF EXCELLENCE

McDonald's 24 Hours 'Mac Tonight' Campaign

Pizza Hut Cheesy Lava 'Passion released, Record achieved'

Making babies' 'impossible mission' possible

2006

## GOLD

Love Hong Kong, Love Ocean Park!

## SILVER

CLP Power: Create the Market - Induction Cooking

## BRONZE

apm - a retail breakthrough for HK

## CERTIFICATES OF EXCELLENCE

Hong Kong Broadband - Be Ahead of Yourself

PCCW - Next Generation Fixed Line 'Brand Quality Campaign'

Prevail in Confectionery: Eclipse Mints

2005

## GOLD

Revolution of Pizza Hut's Business Concept

## SILVER

Repositioning of e-zone

## BRONZE

Cathay Pacific - It's the little things we remember

## CERTIFICATES OF EXCELLENCE

Be the True Soy Sauce Leader - The Launch of Amoy Premium Soy Sauce

Hutchison Live 3

The Arch - Imagination rules the world

2004

## GOLD

YOHO Town - Transforming Residential Property into a Lifestyle Brand

## SILVER

Swire Homes' Distinctive New Living - The Orchards

## BRONZE

Launch of a New Brand: VAGO with INSOLIA - The Painless Hi-Heels

## CERTIFICATES OF MERIT

Fairwood Re-branding

Hutchison - The Launch of 3

Regalia Bay

2003

## GOLD

One2Free SMS Lovers

## SILVER

The Power of Love - The Power of Music

## BRONZE

Ocean Park Halloween Bash 2002

## CERTIFICATES OF MERIT

New World PCS - Twins Mobile - Breakthrough Info-tainment Service Keeps Idols Close

McDull, Hong Kong One Egg Tart

Watsons Water - Wats Next

2002

## GOLD

The Making of RoadShow

## SILVER

Cathay Pacific - The World's Biggest Welcome

## BRONZE

See You at Café de Coral

## BRONZE

An Exceptional Community for An Exceptional Childhood

- Discovery Bay Siena one Marketing Campaign

## CERTIFICATES OF MERIT

Hang Seng Femina Banking - Lead a Fabulous Life

Hang Seng M.I. Kid" Account - Develop your Children's Potential for Great Achievements"

2001

## GOLD

The Leighton Hill - Home to the New Aristocracy

## SILVER

Orangeworld - A World Where Your Fantasy Takes Flight

## BRONZE

Ribena Mobile the Ultimate Breakthrough

## CERTIFICATES OF MERIT

Allergan - Complete Repositioning Campaign

Manulife - The MPF Launch Campaign

SUNeVision - Launch of Propertystreet.net

2000

## GOLD

SUNDAY Independence Day

## SILVER

Ocean Shores - Live the Good Life, Live at the Best

## BRONZE

The Creative Positioning of 5-7 Seater Mazda Premacy Capsule V

## CERTIFICATES OF MERIT

BOC U-point Credit Card

Hong Kong's Tender - You Name the Price

Guangzhou-Kowloon Through Train Service Improvement Turned Business Around



# PAST CAMPAIGN AWARDS WINNERS

1999

## GOLD

A Sentimental Journey

## SILVER

Tierra Verde – Breaking Through A Bleak Market

## BRONZE

Panadol Cold & Flu Campaign

## CERTIFICATES OF MERIT

DFS Galleria – Targeting A Changing Customer

Festival Walk: Set Your Own Boundaries

Swire Properties: StarCrest – 5-Star Luxury at a 9-Star Location

1998

## GOLD

Lipton Ming Han Ching Tea Bags

## SILVER

Tse Sui Luen Jewellery - The Launch of 5th C Jewellery Consultancy Service – A New Dimension in Diamond Marketing

## BRONZE

Dai Pai Dong – Passion of Hong Kong

## CERTIFICATES OF MERIT

The Launch of Colgate Sensation Whitening Toothpaste

Hang Seng SmartInvest Services

SpeedPost – We Put Time on Your Side

1997

## GOLD

The Launch of One2Free

## SILVER

Shell Supercharged 881 Friends of the Road

## BRONZE

Product Launch of Lee Kum Kee Seasoned Soy Sauce for Seafood in 1996

## CERTIFICATES OF MERIT

1996 American Express Credit Card Launch

903 id club Programme

Shanghai Tang – Made by Chinese

1995

## GOLD

The Kingswood Villas Metamorphosis

## SILVER

Standard Chartered Credit Card Real Life Privilege

## BRONZE

Launching of HMV Superstores: Music at its Best

## CERTIFICATES OF MERIT

DHL Jumbo Box – Air Freight Made Easy

Open Learning Institute of Hong Kong - MBA Degree Programme

Rinnai Gas Clothes Dryer – A Breakthrough for Towngas

1994

## GOLD

Kalm's – A Gift from the Heart Marketing Campaign

## SILVER

All I Want for Christmas is Pacific Place

## BRONZE

City Telecom Marketing Campaign 1994

## CERTIFICATES OF MERIT

ABC Communications Limited – QK Youth Programme

MTR 15th Anniversary Charity Drive

Virgin Atlantic Airways Limited

1993

## GOLD

Dairy Farm Hi-Calcium Milk

## SILVER

Taipan Snowy Mooncake

## BRONZE

Hongkong Telecom CSL 1010 Digital Launch

## CERTIFICATES OF MERIT

Crown Motors' 1993 Toyota Drive-Away Campaign

Lane Crawford Express

Ocean Park Kids' World

1992

## GOLD

Recruit

## SILVER

K-Swiss Sports Shoes

## BRONZE

MTR Customer Service Campaign

## CERTIFICATES OF MERIT

Lee Kum Kee XO Sauce

Mission Impossible: Nissan Gallery

Sea Horse Scandinavian Furniture Launch Campaign

1991

## GOLD

Just Gold Concept

## SILVER

IKEA Showflat Campaign

## BRONZE

Mazda 121 Campaign

## CERTIFICATES OF MERIT

Building Up of Fornari Jeans in Hong Kong

Nine Queen's Road Central – A Case History

Saab 900S (1992 Model) Launch Campaign

1990

Hong Kong Economic Times Circulation Driven Campaign

1989

Fujicolor Circle Campaign

Standard Chartered Bank's Mortgage Plus Enhancement Programme

1988

First Pacific Bank CCU Deposit Campaign

1987

American Express Card

Fotomax Video Club

1986

Jade VTR Package

Three Grains Rice

1985

Café de Coral

Exchange Square

Mitsubishi 4-Seater Taxi

\* Starting from 1997, the year of the Award Presentation was adopted as the year of the Award



# CAMPAIGN AWARDS ENTRY FORM

To: The Secretariat  
HKMA/ViuTV & Now TV Awards for Marketing Excellence 2024  
The Hong Kong Management Association  
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2024-2-NL)

Attn: Ms Sunnie Ma, Senior Membership and Event Consultant Tel: 3468 5002

Email: sunniema@hkma.org.hk

## Best Organization Award

Organizations that submit two or more entries to the Campaign Awards AND one or more nominations to the Individual Awards will be eligible for the Best Organization Award.

Organizations submitting more than one entry should complete a separate form for each entry.

My company intends to enter the competition for the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2024.

☐ My company is a non-profit organization. Attached, is the relevant supporting document.  
(Please put a "✓" in the box if appropriate.)

Name of Campaign: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

My organization would like to compete for the following Special Award(s) (a maximum of 5 Special Awards can be selected):

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Excellence in Branding                           | <input type="checkbox"/> Excellence in Influencer Marketing           | <input type="checkbox"/> Excellence in Small Budget Marketing     |
| <input type="checkbox"/> Excellence in Content Marketing                  | <input type="checkbox"/> Excellence in Innovation                     | <input type="checkbox"/> Excellence in Social and Community Good  |
| <input type="checkbox"/> Excellence in Customer Insights                  | <input type="checkbox"/> Excellence in Marketing Collaboration        | <input type="checkbox"/> Excellence in TV Commercial              |
| <input type="checkbox"/> Excellence in Environmental Good                 | <input type="checkbox"/> Excellence in Online and Offline Integration | <input type="checkbox"/> Excellence in Video Marketing            |
| <input type="checkbox"/> Excellence in Greater Bay Area Marketing         | <input type="checkbox"/> Excellence in Segment Marketing              | <input type="checkbox"/> Excellence in Use of Data and Technology |
| <input type="checkbox"/> Excellence in Customer Engagement and Experience |   |   |

(Deadline for submitting the completed write-ups is Thursday, 16 May 2024)

[HK\$15,600 (HKMA Member) / HK\$20,800 (Non-Member) / Free of charge for SMEs/NPOs\* for each entry of Campaign Award]  
[HK\$1,800 (HKMA Member) / HK\$2,100 (Non-Member) / Free of charge for SMEs/NPOs\* for the first two entries of Special Awards]

We would like to submit an entry of Campaign Award and \_\_\_\_\_ Special Award(s).

A crossed cheque no: \_\_\_\_\_ of HK\$ \_\_\_\_\_ made payable to  
"The Hong Kong Management Association" is enclosed.

\* Entry fee of Campaign Awards and the first two entries of Special Awards are waived for SMEs/NPOs which employ not more than 100 persons in Hong Kong and are not subsidiaries of any group of companies or local offices of multinational companies. NPOs have to provide supporting document together with the Entry Form to verify its NPO status. The Hong Kong Management Association reserves the right to make the final binding decisions on the eligibility of applicants.

## Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- ☐ I consent.  
☐ I do not consent.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(not later than Monday, 15 April 2024)

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I understand that, upon my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

# CAMPAIGN AWARDS AGENCIES OF THE YEAR ENTRY FORM

To: The Secretariat  
HKMA/ViuTV & Now TV Awards for Marketing Excellence 2024  
The Hong Kong Management Association  
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2024-6-NL)

Attn: Ms Sunnie Ma, Senior Membership and Event Consultant Tel: 3468 5002

Email: sunniema@hkma.org.hk

My company intends to apply for the Agencies of the Year of the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2024.

## A. Details of the Participating Agency

Name of Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Type of Organization: (Please put a "✓" in the box if appropriate.)

☐ Local Firm

☐ Multinational Corporation

## B. Details of Nominator(s) (which have participated in the Campaign Awards of the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2024)

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Name of Nominating Organization: \_\_\_\_\_

Name of Campaign: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

☐ I consent.

☐ I do not consent.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(not later than Monday, 15 April 2024)

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.





# INDIVIDUAL AWARDS

## ELIGIBILITY

The Marketing Awards are intended to recognize the outstanding achievement of marketers who have made significant contribution to the marketing development of their companies or clients as well as the business community.

There are two categories for individual awards:

### 1. Distinguished Marketing Leadership Awards

Executives who have

- at least 10 years' experience; and
- 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.

**A ViuTV Marketer of the Year Award** recipient will be selected from amongst the winners of the Distinguished Marketing Leadership Awards.

### 2. Outstanding Marketing Professional Awards

Executives who excel in a general marketing role or in a specialist marketing function such as:

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

are eligible to enter the Award.

## MARKETING AWARDS

The following Marketing Awards will be granted to outstanding marketers by the Panel of Judges and the Board of Examiners:

- ViuTV Marketer of the Year Award
- Distinguished Marketing Leadership Awards
- Outstanding Marketing Professional Awards

## BENEFITS AND RECOGNITION

Winners of the Distinguished Marketing Leadership Awards and the Outstanding Marketing Professional Awards will enjoy the following benefits and recognitions:

1. For **Distinguished Marketing Leadership Awardees**, they will be granted:
  - HKMA Professional Manager status. The membership fee and the CPD requirements for the first two years will be waived;
  - Membership at the HKMA Sales and Marketing Executives Club. The membership fee for the first two years will be waived; and
  - Membership at the HKMA Digital Marketing Community. The membership fee for the first two years will be waived.
2. For **Outstanding Marketing Professional Awardees**, they will be granted:
  - HKMA Full Membership or Associate Membership status, depending on their work experience and academic qualifications. The membership fee for the first two years will be waived;
  - Membership at the HKMA Sales and Marketing Executives Club. The membership fee for the first two years will be waived; and
  - Membership at the HKMA Digital Marketing Community. The membership fee for the first two years will be waived.

# INDIVIDUAL AWARDS

## JUDGING PROCESS AND AWARDS SCHEDULE

<b>Company Nomination</b> <i>(Deadline: Monday, 15 April 2024)</i>	All entrants have to be nominated by their companies which are required to send in the Company Nomination Form. A company can nominate one candidate for the Distinguished Marketing Leadership Award and a maximum of five candidates for the Outstanding Marketing Professional Awards.
<b>Submission of Write-ups</b> <i>(Deadline: Tuesday, 28 May 2024)</i>	All entries have to submit, in English or Chinese: <ul style="list-style-type: none"><li>• A four-page summary covering the judging criteria; and</li><li>• A one-page summary of personal information to be reviewed by the Board of Examiners.</li></ul>
<b>Final Judging</b> <i>(Saturday, 17 August 2024)</i>	<p>Shortlisted entrants of the Distinguished Marketing Leadership Awards and the Outstanding Marketing Professional Awards will be invited to the Final Judging which will include two parts as follows:</p> <p>Part One: Presentation on "Signature Campaign" (8 minutes) Question-and-Answer Session (5 minutes)</p> <p>Part Two: Presentation on a case topic (5 minutes) <i>(All finalists will be given 30 minutes to prepare a case topic before his/her assigned interview time.)</i> Question-and-Answer Session (2 minutes)</p> <p>Winners of the ViuTV Marketer of the Year, the Distinguished Marketing Leadership Awards as well as the Outstanding Marketing Professional Awards will be selected by the Panel of Judges.</p>
<b>Award Presentation Dinner</b> <i>(Wednesday, 9 October 2024)</i>	All the results of the Awards will be announced at the Award Presentation Dinner.

## PARTICIPATION FEE

HKMA Member: HK\$6,900 per nominee

Non-Member: HK\$9,900 per nominee

The participation fee covers:

- 2 seats at the Award Seminar
- 2 seats at the Seminar on 'The Way to Become a Top Marketer'
- 1 seat at the Award Presentation Dinner



# DISTINGUISHED MARKETING LEADERSHIP AWARD JUDGING CRITERIA

## INDICATIVE RATINGS

### 1. SIGNATURE CAMPAIGN

40

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

#### 1.1 Please describe your contribution / involvement in the following areas:

- |   |   |
|---|---|
| 1.1.1 Creativity / Innovativeness                           | 8 |
| 1.1.2 Leadership and Executional Excellence of the Campaign | 8 |
| 1.1.3 Strategic Thinking behind the Campaign                | 9 |

#### 1.2 Results

10

In terms of sales achievement or in terms of other marketing results such as distribution, brand awareness, brand image, customer loyalty / retention, etc or in terms of the business value to the organization

#### 1.3 Lesson Learned

5

Key learnings that were applied in future campaigns

### 2. TRACK RECORD HIGHLIGHTS

45

Other than the signature campaign above, please describe your achievements over the course of your career in the following areas:

#### 2.1 Marketing Achievements

20

Please cite up to three marketing campaigns over the last ten years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.

#### 2.2 Achievements in the Leadership of the Marketing Function in the Organization / or Client Organization

10

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

#### 2.3 Contributions to the Strategic Business Direction of the Organization / or Client Organization

10

Please describe very specifically how you have contributed to or influenced your current and / or previous organization(s) in following areas:

- 2.3.1 Strategic Business Direction
- 2.3.2 Business Growth
- 2.3.3 Profitability

#### 2.4 Personal Achievements

5

- Academic, professional awards and other public recognition related to marketing
- Career achievements

### 3. GENERAL CONTRIBUTIONS

15

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

**TOTAL: 100**



# OUTSTANDING MARKETING PROFESSIONAL AWARD JUDGING CRITERIA

## INDICATIVE RATINGS

### 1. SIGNATURE CAMPAIGN

60

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

#### 1.1 Please describe your contribution / involvement in the following areas:

- |                                   |    |
|-----------------------------------|----|
| 1.1.1 Creativity / Innovativeness | 15 |
| 1.1.2 Executorial Excellence      | 25 |
- Please cite the efforts you have made in contributing to the executorial excellence of the campaign including:
- achieving the campaign objectives
  - meeting the campaign time-line
  - meeting the campaign budget
  - solving the problems encountered

#### 1.2 Results

10

In terms of sales achievement or in terms of other marketing results such as distribution, brand awareness, brand image, customer loyalty / retention, etc or in terms of the business value to the organization

#### 1.3 Lesson Learned

10

Key learnings that were applied in future campaigns

### 2. TRACK RECORD HIGHLIGHTS

30

Other than the signature campaign above, please describe your achievements over the course of your career in the following areas:

#### 2.1 Marketing Achievements

20

Please cite up to three marketing campaigns over the last five years that you feel represent excellence in marketing and briefly describe your role / contributions to the campaigns.

#### 2.2 Personal Achievements

10

- Academic, professional awards and other public recognition related to marketing
- Career achievements

### 3. SELF-IMPROVEMENT PLAN

10

Please describe how you intend to improve yourself to further your marketing career.

**TOTAL: 100**



# PAST INDIVIDUAL AWARD WINNERS

2023

## Outstanding Marketing Professional Awardees\*:

### Ms Jessica Chiu

Manager - Marketing  
McDonald's Hong Kong

### Ms Candy Chu

Chief Community Relations & Events Manager  
MTR Corporation

### Mr Pollex Lam

Manager - Family Marketing  
McDonald's Hong Kong

### Mr Kelvin Wai

Chief Marketing & Digital Channels Manager  
MTR Corporation

### Mr Ernest Yu

Senior Manager - Marketing  
McDonald's Hong Kong

2022

## ViuTV Marketer of the Year

### Ms Samantha Fan

General Manager, Marketing  
Hong Kong Tourism Board

## Distinguished Marketing Leadership Awardees\*:

### Ms Samantha Fan

General Manager, Marketing  
Hong Kong Tourism Board

### Ms Jaslin Goh

Head of Marketing, Design & Customer Experience  
PayMe from HSBC

### Ms Yen Lee

Vice President, Marketing  
Now TV

### Mr Kai Tsang

Senior Director, Digital Customer Experience and Partnership  
McDonald's Hong Kong

### Ms Angela Wong

Brand, Advertising and Customer Management Director  
AXA Hong Kong and Macau

## Outstanding Marketing Professional Awardees\*:

### Ms Jay Choi

Senior Marketing Manager – Digital Customer Experience  
McDonald's Hong Kong

### Ms Ellie Chui

Manager – Marketing  
McDonald's Hong Kong

### Ms Anne Leung

Director, Brand Marketing  
Hong Kong Tourism Board

### Ms Cola Mok

Head of Digital Communication, Communications and  
Corporate Sustainability Department  
Hang Seng Bank

### Ms Lillian To

Manager – Marketing  
McDonald's Hong Kong

### Ms Mabel Wong

Manager, Marketing & Brand Management Department  
TMF, Pricerite Group

2021

## ViuTV Marketer of the Year

### Ms Tina Chao

Chief Marketing and Digital Customer Experience Officer  
McDonald's Hong Kong

## Distinguished Marketing Leadership Awardees\*:

### Ms Tina Chao

Chief Marketing and Digital Customer Experience Officer  
McDonald's Hong Kong

### Mr Calvin Ng

Co-Head of Retail Banking and Alternate Chief Executive  
ZA Bank

### Mrs Bally Wong

Founder and Chairman  
ABC Pathways Group

## Outstanding Marketing Professional Awardees\*:

### Ms Ramona Carmen Schmidt

Head, Corporate, Commercial & Institutional Banking Marketing  
Standard Chartered Bank (Hong Kong) Limited

### Ms Charmaine Wu

Director - Marketing  
McDonald's Hong Kong

2020

## Marketer of the Year

### Mr Clive Chow

Senior Vice President - Marketing  
CSL Mobile Limited

## Distinguished Marketing Leadership Awardees\*:

### Mr Kit Chan

Manager - Card  
Prime Credit Limited

### Mr Clive Chow

Senior Vice President - Marketing  
CSL Mobile Limited

### Ms Kazumi Chidachi

Senior Vice President, Marketing & Marketing Communications  
DBS Bank (Hong Kong) Limited

### Ms Yvonne Leung

Chief Marketing Officer  
Alipay Payment Services (HK) Limited

### Mrs Bally Wong

Founder and Chairman  
ABC Pathways Group

## Outstanding Marketing Professional Awardees\*:

### Mr Max Chan

Marketing Manager  
Alipay Payment Services (HK) Limited

### Mr Yan Chan

Senior Marketing Manager  
Alipay Payment Services (HK) Limited

### Mr Ivan Choi

Senior Manager - Marketing  
McDonald's Hong Kong

### Ms Johanne Chow

Brand Experience Lead  
Alipay Payment Services (HK) Limited

# PAST INDIVIDUAL AWARD WINNERS

2019

## Marketer of the Year

### Ms Meggy Cheng

Director of Marketing  
Hong Kong Philharmonic Orchestra

## Distinguished Marketing Leadership Awardees\*:

### Mr Kenneth Chan

Deputy General Manager & Head of Marketing & Customer Digital Experience  
China CITIC Bank International

### Ms Meggy Cheng

Director of Marketing  
Hong Kong Philharmonic Orchestra

### Ms Helle Kwan

Senior Associate Director of Corporate Communications  
Ricacorp Properties Limited

## Outstanding Marketing Professional Awardees\*:

### Mr Thomas Fong

Associate Director, Strategic Initiatives, Wealth & Pensions  
Sun Life Hong Kong Limited

### Ms Hester Lo

Senior Marketing Officer – Strategic Partnerships  
Lan Kwai Fong Group

### Ms Ng Yuk Fei Alice

Assistant Manager, Merchant Marketing  
American Express International Inc.

2018

## Marketer of the Year

### Ms Macy Ng

Vice President, Brand & Communications  
CSL Mobile Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Angie Chung

Senior Promotion Manager  
Lee Tung Avenue Management Company Limited

### Ms Bonnie Hung

Senior Manager, Marketing and Brand Management  
CASH Retail Management Group Limited

### Mr Albert Jin

Head of Marketing & Communications, Greater China  
Cushman & Wakefield

### Ms Julieta Leong

Deputy Director – Marketing & Events (HK)  
Lan Kwai Fong Group

### Ms Macy Ng

Vice President, Brand & Communications  
CSL Mobile Limited

## Outstanding Marketing Professional Awardees\*:

### Mr Chan Hip Shun Charles

Head of Centurion and Premium Customer Experience  
American Express International Inc.

### Ms Normi Cheung

Assistant Manager, Marketing & Brand Management  
CASH Retail Management Group Limited

### Mr Jason Ng

Associate Marketing Manager  
Oath (Yahoo Hong Kong)

2017

## Marketer of the Year

### Ms Canace Lin

CMO & Executive Director  
CATALO Natural Health Foods Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Canace Lin

CMO & Executive Director  
CATALO Natural Health Foods Limited

### Ms Angela Yam

Chief Marketing Officer  
FTLife Insurance Company Limited

## Outstanding Marketing Professional Awardees\*:

### Ms Amanda Chan

Senior Manager – Communications  
McDonald's Hong Kong

### Mr Jordan Cheng

Founder and CEO  
Dragon Creative Enterprise Solution Ltd

### Ms Yvonne So

Brand Manager – Coffee  
Nestlé Hong Kong Ltd

2016

## Marketer of the Year

### Ms Isabella Lau

Chief Customer Officer  
Manulife (International) Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Ivy Chan

Marketing Communications Manager  
The Hong Kong and China Gas Co Ltd

### Ms Esther Chung

Marketing Director, Digital Lead  
McDonald's Restaurants (Hong Kong) Ltd

### Ms Kim Lam

Marketing Manager – Coffee, Confectionery & Food  
Nestlé Hong Kong Ltd

### Ms Isabella Lau

Chief Customer Officer  
Manulife International Limited

### Mr Simon Shing

Assistant Vice President, Marketing  
FWD Life Insurance Company (Bermuda) Limited

## Outstanding Marketing Professional Awardees\*:

### Mr Chan Kin Hong

Manager, Marketing Communications  
New World Facilities Management Company Limited

### Ms Lam Mei Shan

Marketing Manager  
McDonald's Restaurants (Hong Kong) Ltd

### Ms Voon Huey Tyng

Assistant Manager, Lending and Proprietary Card Services  
American Express International Inc





# PAST INDIVIDUAL AWARD WINNERS

2015

## Marketer of the Year

### Ms Eve Leung

Senior Marketing Manager – Branded Products  
Maxim's Caterers Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Sandy Hung

Business & Marketing Director  
Well Synergy International Limited

### Ms Tania Lau

Director of Marketing, Yahoo Hong Kong  
Yahoo! Hong Kong Limited

### Ms Eve Leung

Senior Marketing Manager – Branded Products  
Maxim's Caterers Limited

### Mr John Leung

Director of Customer Communication  
Pricerite Stores Limited

## Outstanding Marketing Professional Awardees\*:

### Ms Anny Ho Yin Wa

Manager, Local Store Marketing and CSA  
McDonald's Restaurants (Hong Kong) Limited

### Ms Nicole Lam

Manager, Marketing and Brand Management  
Pricerite Stores Limited

### Ms Wong Ki Man

Manager – Marketing  
McDonald's Restaurants (Hong Kong) Limited

2014

## Marketer of the Year

### Ms Karen Tam

Assistant General Manager – Promotions and Marketing  
Harbour City Estates Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Amy Leung

Executive Director  
Pricerite Stores Limited

### Ms Karen Tam

Assistant General Manager – Promotions and Marketing  
Harbour City Estates Limited

## Outstanding Marketing Professional Awardees\*:

### Ms Ophelia Fong

Marketing Manager  
The Dairy Farm Company, Limited – Wellcome

### Mr Andrew Yeung

Manager – Promotions and Advertising  
Harbour City Estates Limited

2013

## Marketer of the Year

### Ms Yvonne Tang

Marketing Director  
McDonald's Restaurants (Hong Kong) Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Emily Chow

Head of Marketing  
PrimeCredit Limited

### Mr Anthony Jim

Director – Group Marketing  
TSL | 謝瑞麟

### Ms Elman Lee

Group Marketing Manager  
The Dairy Farm Company Limited – Wellcome

### Mr Richard Leong

Marketing Director  
Pizza Hut Hong Kong Management Limited

### Ms Yvonne Tang

Marketing Director  
McDonald's Restaurants (Hong Kong) Limited

## Outstanding Marketing Professional Awardees\*:

### Ms Karen Chan

Marketing Manager  
The Dairy Farm Company Limited – Wellcome

### Mr Wallis Chow

Chief Marketer  
Okamoto Industries (H.K) Limited

### Ms Janet Lau

Deputy Group Marketing Manager  
The Dairy Farm Company Limited – Wellcome

### Ms Catherine Law

Assistant Manager, Brand and Loyalty,  
Digital Engagement  
American Express International Inc.

### Ms Ivy Sung

Marketing Manager  
The Dairy Farm Company Limited – Wellcome

2012

## Marketer of the Year

### Ms Beatrice Lo

Brand Director, Sparkling Beverages  
Coca-Cola China Limited

## Distinguished Marketing Leadership Awardees\*:

### Ms Susanna Lee

Head of Strategic Planning  
Gilman Group

### Mr Richard Leong

Marketing Director  
Pizza Hut Hong Kong Management Limited

### Ms Beatrice Lo

Brand Director, Sparkling Beverages  
Coca-Cola China Limited

### Mr Joehan Martinus

Director, Mass Marketing  
CSL Limited

### Mr Ngai Wah Sing, Francis

Founder & CEO  
Social Ventures Hong Kong

### Mr Ray Wong

CEO  
PHD

### Ms Phyllis Yau

Associate Director of Marketing  
Bossini Enterprises Limited

## Outstanding Marketing Professional Awardees\*:

### Ms Leung Kwai Yuk, Alice

Marketing Manager, Commercial Graphics Division &  
Architectural Markets Department  
3M Hong Kong Limited

### Mr Deric Wong

Head of Strategy and Insights  
Omnicom Media Group

# PAST INDIVIDUAL AWARD WINNERS

2011

## Marketer of the Year

**Ms Josephine Wu**  
Marketing Director  
Luxembourg Medicine Co Ltd

## Distinguished Marketing Leadership Awardees\*:

**Ms Lo Bo Ki, Vocalis**  
Manager, Rewards  
American Express International Inc

**Mr Joseph Wong**  
Founder & Managing Director  
Cookie Galerie

**Ms Josephine Wu**  
Marketing Director  
Luxembourg Medicine Co Ltd

## Outstanding Marketing Professional Awardees\*:

**Ms Irene Au**  
Assistant Manager, Rewards  
American Express International Inc

**Mr Cheung Chi Kwong, Ricky**  
Division Manager, Industrial & Transportation Business  
3M Hong Kong Limited

2010

## Marketer of the Year

**Ms Rhoda Chan**  
Head of Corporate Responsibility, Corporate Affairs,  
Hong Kong  
Standard Chartered Bank (Hong Kong) Limited

## Distinguished Marketing Leadership Awardees\*:

**Ms Elaine Chan**  
Deputy Head of Corporate Communication  
New World First Bus Services Limited

**Ms Rhoda Chan**  
Head of Corporate Responsibility, Corporate Affairs, Hong Kong  
Standard Chartered Bank (Hong Kong) Limited

**Ms Helen Cheung**  
Director of Corporate Communications & Relations  
McDonald's Restaurants (HK) Limited

**Mr Jacky Hui**  
Senior Manager, Marketing & PR  
EGL Tours Co Ltd

**Ms Tracy Leung**  
Head of Cathay Pacific Co-brand Portfolio  
American Express International Inc

## Outstanding Marketing Professional Awardees\*:

**Ms Esther Chung**  
Assistant Marketing Manager  
McDonald's Restaurants (HK) Limited

**Ms Mary Shek**  
Senior Branding Manager  
Standard Chartered Bank (Hong Kong) Limited

**Ms Rebecca Tse**  
Assistant General Manager  
YATA Department Store

2009

## CIM Marketer of the Year

**Ms Diane Chiu**  
Marketing Director  
The Dairy Farm Company Ltd – Wellcome

## Distinguished Marketing Leadership Awardees\*:

**Ms Diane Chiu**  
Marketing Director  
The Dairy Farm Company Ltd – Wellcome

**Ms Clare Ho**  
Director of Consumer Mobile Marketing, Consumer Group  
PCCW Limited

**Ms Betty Leong**  
General Manager – Investment Property  
MTR Corporation

**Ms Lena Tsang**  
Vice President  
Sir Hudson International Limited

## Outstanding Marketing Professional Awardees\*:

**Ms Emily Chow**  
Deputy Head of Marketing  
PrimeCredit Limited

**Ms Wendy Leung**  
Senior Marketing Manager  
McDonald's Restaurants (HK) Ltd

**Mr Ivan Wong**  
Vice President – Mobile Marketing, Consumer Group  
PCCW Limited

2008

## CIM Marketer of the Year

**Ms Koby Kwan**  
Marketing Head  
Cerebos (Hong Kong) Limited

## Distinguished Marketing Leadership Awardees\*:

**Ms Bertha Chan**  
Marketing Manager  
Ngong Ping 360 Limited

**Mr Stanley Cheung**  
General Manager, Asia Pacific Region  
Okamoto Industries (HK) Limited

**Ms Koby Kwan**  
Marketing Head  
Cerebos (Hong Kong) Limited

**Ms Karen Tam**  
Senior Manager – Promotions and Advertising  
Harbour City Estates Limited

## Outstanding Marketing Professional Awardees\*:

**Ms Pinky Chiang**  
Manager, Corporate Communication  
Convoy Financial Group

**Ms Avis Lau**  
Fuels Brand Manager  
Shell Hong Kong Limited

**Mr Andrew Yeung**  
Promotions and Advertising Manager – Dalian Times Square  
Wharf Estates China Limited

**Ms Florence Yiu**  
Division Manager, Projection Systems  
3M Hong Kong Limited

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

\*\* The above-mentioned Award recipients occupied the positions shown in their companies during the year of the Award indicated.



# PAST INDIVIDUAL AWARD WINNERS

2007

## CIM Marketer of the Year

### Mr Lewis Soo

Manager, Residential Market  
CLP Power Hong Kong Limited

## Distinguished Marketer Awardees\*:

### Ms Susanna Lau

General Manager  
Hong Thai Travel

### Ms Vivian Lee

Marketing Director  
Ocean Park Hong Kong

### Mr Lewis Soo

Manager, Residential Market  
CLP Power Hong Kong Ltd

### Mr Gilman Too

Marketing Director – Greater China  
Luxottica Retail China Limited

### Mr Alan Wong

Director of Marketing  
DHL Express (Hong Kong) Limited

## Outstanding Young Marketing Professional Awardees\*:

### Ms Jamie Chan

Director, Certified Naturopathic Doctor  
Energy Source

### Mr Wilson Chung

Senior Marketing Manager  
Pacific Century Premium Developments Limited

### Mr Joseph Lau

Sales Manager, Residential  
CLP Power Hong Kong Limited

### Ms Canny Leung

Executive Director  
BMA Marketing & Advertising Ltd

### Ms Canace Lin

Assistant Marketing Manager  
McDonald's Restaurants (HK) Ltd

### Mr Balwin Yeung

Senior Marketing Manager  
Hong Thai Travel

2006

## CIM Marketer of the Year

### Ms Randy Lai

Vice President of Marketing  
McDonald's Restaurants (HK) Limited

## Distinguished Marketer Awardees\*:

### Ms Fanny Chan

Publisher & Chief Executive Officer  
Job Market Publishing Ltd, Sing Tao News Corporation

### Mr James Hong, Akio

Senior Manager, Marketing Department  
Sony Computer Entertainment Hong Kong Limited

### Ms Randy Lai

Vice President of Marketing  
McDonald's Restaurants (HK) Limited

### Ms Rita Li

Director of Consumer Marketing  
PCCW Limited

### Mr Joseph Wong

Head of Marketing  
Hong Kong Philharmonic Orchestra

### Mr Harold Yip

General Manager  
Double A

## Outstanding Young Marketing Professional Awardees\*:

### Ms Vivian Lee

Product Manager  
MTR Corporation

### Ms Clara Lo

Group Product Manager  
Amoy Food Limited

### Ms Sharon Siu

Marketing Director  
Job Market Publishing Ltd, Sing Tao News Corporation

### Ms Anisa Tio

Marketing Manager  
McDonald's Restaurants (HK) Limited

2005

## CIM Marketer of the Year

### Ms Amanda Lui

Director & Chief Operations Officer  
RoadShow Holdings Limited

## Distinguished Marketer Awardees\*:

### Ms Anita S Y Chan

Deputy General Manager  
Sun Hung Kai Real Estate Agency Ltd

### Ms Melanie Lee

Vice President, Marketing  
New World Mobility

### Mr Terence Lee

Marketing Communications Manager  
The Hong Kong and China Gas Company Limited

### Ms Amada Lui

Director & Chief Operations Officer  
RoadShow Holdings Limited

### Ms Eunice Wong

Marketing Director  
Jardine Restaurant Group, Pizza Hut Hong Kong Limited

## Outstanding Young Marketing Professional Awardees\*:

### Ms Lau Yeuk Hung, Sandy

Senior Marketing Officer  
Double A

### Ms Camellia Lee

Market Development Manager  
Double A

### Ms Elman Lee

Marketing Manager  
FORTRESS

### Ms Joanne Tang

Assistant Marketing Manager  
Warner Music Hong Kong Limited

### Ms Nancy Yau

Senior Marketing Manager  
Jardine Restaurant Group, Pizza Hut Hong Kong



# INDIVIDUAL AWARD NOMINATION FORM

To: The Secretariat  
HKMA/ViuTV & Now TV Awards for Marketing Excellence 2024  
The Hong Kong Management Association  
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2024-4-NL)

Attn: Ms Sunnie Ma, Senior Membership and Event Consultant Tel: 3468 5002

Email: sunniema@hkma.org.hk

## Best Organization Award

Organizations that submit two or more entries to the Campaign Awards AND one or more nominations to the Individual Awards will be eligible for the Best Organization Award.

My organization would like to submit nomination(s) for Distinguished Marketing Leadership Awards as well as Outstanding Marketing Professional Awards of the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2024.

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Nominator: \_\_\_\_\_ Job Title: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

### A. Nomination for Distinguished Marketing Leadership Awards

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

### B. Nomination for Outstanding Marketing Professional Awards

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

Nominee: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_

(Deadline for submitting the completed write-up is Tuesday, 28 May 2024.)

A crossed cheque no: \_\_\_\_\_ of HK\$ \_\_\_\_\_ made payable to  
"The Hong Kong Management Association" is enclosed.

[HK\$6,900 (HKMA Member) / HK\$9,900 (Non-Member) for each nomination for Distinguished Marketing Leadership Awards  
or Outstanding Marketing Professional Awards]

## Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

☐ I consent.

☐ I do not consent.

Signature of Nominator: \_\_\_\_\_ Date: \_\_\_\_\_

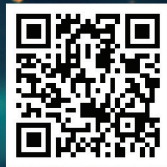
(not later than Monday, 15 April 2024)

Please send the receipt to (if different from the above contact person):

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I understand that, upon my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.



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