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Organizer:



The Hong Kong Management Association
65 Years of Advancing Excellence

2025 HKMA/VIUTV & NOW TV AWARDS FOR MARKETING EXCELLENCE



**ILLUMINATING
MARKETING EXCELLENCE
FOR 40 YEARS**

SPECIAL AWARD TITLE SPONSORS



AXA
(Excellence in Greater Bay Area Marketing)



Citibank (Hong Kong) Limited
(Excellence in Innovation)



Discovery Bay (HKR International Ltd & CITIC Pacific)
(Excellence in Content Marketing)



Hang Seng Bank
(Excellence in Segment Marketing)



HSBC Hong Kong
(Marketers' Favourite Marketing Campaign)



McDonald's Hong Kong
(Excellence in Branding)



Prudential Hong Kong
(Excellence in Customer Engagement and Experience)



Standard Chartered Bank (Hong Kong) Limited
(Excellence in Customer Insights)












Tai Hing Catering Group
(Excellence in Marketing Collaboration)



Wellcome
(Excellence in Omnichannel)

CORPORATE SPONSORS

 CLP 中電	CLP Power Hong Kong Limited	 FANCL	FANCL
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SUPPORTING ORGANIZATIONS

 CIM Hong Kong	CIM Hong Kong	 Digital Marketing Community	Digital Marketing Community
 HK2A The Hong Kong Advertisers Association 香港廣告客戶協會	The Hong Kong Advertisers Association	 smei hong kong	Sales and Marketing Executives Club



CAMPAIGN AWARDS SPECIAL AWARD TITLE SPONSORS

AXA EXCELLENCE IN GREATER BAY AREA MARKETING

About AXA

AXA Hong Kong and Macau is a member of the AXA Group, a leading global insurer with presence in 51 markets and serving 94 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.

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 Bank in Hong Kong to roll out Voice Biometrics Authentication for its retail clients, 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 new 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.

CAMPAIGN AWARDS

SPECIAL AWARD TITLE SPONSORS

DISCOVERY BAY EXCELLENCE IN CONTENT MARKETING

About Discovery Bay (HKR International Ltd. & CITIC Pacific)

Discovery Bay - a unique resort style residential community which is the first property development project by HKR International Limited in Hong Kong. Discovery Bay is served by a comprehensive transport network that includes ferry services to Central, bus services to Tung Chung MTR Station, Sunny Bay MTR Station and Hong Kong International Airport. Diners can enjoy a free return ride by consumption at designated restaurants under the Dine 'N Ride promotion. Both urban and Lantau taxis can access Discovery Bay North including the hotel and shopping mall through the Discovery Bay Tunnel, providing a convenient option for residents and visitors.

Situated next to Discovery Bay Pier, D'Deck is Hong Kong's renowned oceanfront al fresco dining destination featuring numerous themed restaurants with spectacular views of the sea. The 400-metre-long Tai Pak Beach is an excellent venue for outdoor activities with related facilities. DB Plaza is comprised of over 50 outlets with a wide array of retail shops, restaurants and an international-standard ice rink. Featuring a shopping arcade, restaurants, an open piazza and Love Lock Promenade, DB North Plaza serves as the second social hub for the community. The nearby Auberge Discovery Bay Hong Kong is home to 325 superbly appointed rooms and suites, and a seaside Pavilion with a one-of-a-kind design, offering a unique leisure experience.

Discovery Bay is a 50:50 joint venture owned by HKR International Limited and CITIC Pacific Limited.

HANG SENG BANK EXCELLENCE IN SEGMENT MARKETING

About Hang Seng Bank

Founded in 1933, Hang Seng has continually innovated to provide best-in-class, customer-centric banking, investment and wealth management services for individuals and businesses. It is widely recognised as the leading domestic bank in Hong Kong, currently serving close to 4 million customers.

Combining its award-winning mobile app and strong digital capabilities with a vast network of over 250 service outlets in Hong Kong, Hang Seng offers a seamless omni-channel experience for customers to take care of their banking and financial needs anytime, anywhere.

Its wholly owned subsidiary, Hang Seng Bank (China) Limited, operates a strategic network of outlets in almost 20 major cities in mainland China to serve a growing base of mainland customers locally and those with cross-boundary banking needs.

As a homegrown financial institution, Hang Seng is closely tied to the Hong Kong community. It supports the community with a dedicated programme of social and environmental initiatives focused on future skills for the younger generation, sustainable finance, and financial literacy, addressing climate change and caring for the community.

Hang Seng is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. More information on Hang Seng is available at www.hangseng.com.



CAMPAIGN AWARDS SPECIAL AWARD TITLE SPONSORS

HSBC HONG KONG MARKETERS' FAVOURITE MARKETING CAMPAIGN

About HSBC Hong Kong

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 58 countries and territories. With assets of US\$3,017 billion at 31 December 2024, HSBC is one of the world's largest banking and financial services organisations.

McDONALD'S HONG KONG EXCELLENCE IN BRANDING

About McDonald's Hong Kong

Since 1975, McDonald's has been growing with Hong Kong people for 50 years with over 260 restaurants around the city and a workforce of more than 16,000. Over the 50 years, McDonald's is committed to upholding its brand philosophy of "People Obsessed, Customer First, Innovate for Growth" to be the market leader in the F&B industry, achieving success in customer experience, digital transformation, menu innovation, and sustainability to create happy moments for customers and the community at large.

PRUDENTIAL HONG KONG EXCELLENCE IN CUSTOMER ENGAGEMENT AND EXPERIENCE

About Prudential Hong Kong

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

At Prudential, our mission is 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 Hong Kong, and almost 170 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 40 industry leading partners in the Prudential ecosystem, empowering our customers to manage their health and wellbeing.

Our sustainability ambition is to work towards creating a sustainable, inclusive, and responsible future for our customers, people, shareholders, and communities. We achieve this by making health and financial security accessible for everyone, adopting an inclusive approach to investment practices, and maintaining a sustainable business.

CAMPAIGN AWARDS

SPECIAL AWARD TITLE SPONSORS

STANDARD CHARTERED BANK HONG KONG EXCELLENCE IN CUSTOMER INSIGHTS

About Standard Chartered Bank (Hong Kong) Limited

We are a leading international banking group, with a presence in 52 of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

Standard Chartered PLC is listed on the London and Hong Kong stock exchanges.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

TAI HING CATERING GROUP EXCELLENCE IN MARKETING COLLABORATION

About Tai Hing Catering Group

Tai Hing Group, with 36 years of expertise in the catering industry, was successfully listed on the Main Board of the Hong Kong Stock Exchange (stock code: 6811) in 2019. The Group has strategically embraced a multi-brand approach, establishing a robust network of over 210 restaurants across Hong Kong, Mainland China, and Macau.

Our diverse portfolio encompasses more than 18 distinct brands, each specializing in a variety of culinary offerings, including Hong Kong Style, Chinese, Taiwanese, Japanese, Korean, Vietnamese and Southeast Asian cuisines.

This strategic diversification allows us to present an array of representative delicacies from various culinary traditions, ensuring that our customers benefit from a unique and enriching dining experience at each of our brands. Tai Hing Group is committed to excellence and innovation, continually enhancing our offerings to meet the evolving preferences of our clientele.

WELLCOME EXCELLENCE IN OMNICHANNEL

About Wellcome

Established in 1945, Wellcome is Hong Kong's longest established supermarket chain with the largest store network. Since 1964, the company has been wholly owned by DFI Retail Group. Together with Market Place, Shreesixty and Oliver's, Wellcome operates a network of over 320 stores serving more than 13 million customers every month.

With a mission of **'Always Fresh, Always Value and Always Here for You'**, we take pride and passion in providing a quality range of fresh and grocery products, great value and an exciting shopping experience to help our customers save more and enjoy more.

As a market-leading supermarket, Wellcome constantly innovates to serve our communities better. In 2021, it introduced a new format, Wellcome Fresh, which offers great value and high quality fresh produce in an environment that combines the atmosphere of a wet market with the convenience of a supermarket. More recently, it has accelerated its e-Commerce development, enhancing the omnichannel customer journey by offering a more convenient, flexible and personalised grocery shopping experience.

www.wellcome.com.hk



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

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 Raina Leong, Senior Membership and Event Executive
Ms Sunnie Ma, Senior Membership and Event Consultant

Tel: 2774 8588
Tel: 3468 5002

Email: rainaleong@hkma.org.hk
Email: sunniema@hkma.org.hk

WEBSITES

www.hkma.org.hk/Marketingaward
www.facebook.com/Marketingaward

INTRODUCTION TO THE AWARDS

MARKETING AWARDS ORGANIZING COMMITTEE

Mr S K Cheong (Chairman)

Vice Chairman
HK Television Entertainment Co Ltd
Chairman
Hong Kong Economic Journal 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

Dr Joey Chan

Market Director, Hong Kong,
Macau & Taiwan
lululemon Hong Kong Limited

Ms Julie Chiu

Executive Director, Head of Marketing
& Marketing Communications,
Consumer Banking Group and
Wealth Management
DBS Bank HK Ltd

Mr Derek Choi

Managing Director
HKT Home

Mr Lawrence Lam

Chief Executive Officer
Prudential Hong Kong

Ms Enid Low

Chief Strategy Officer
AsiaWorld-Expo Management Limited

Mr Steve Ng

Managing Director, Commercial Group
HKT

Mr Francis Phua

Managing Director
Franck Muller (HK) Limited

CHIEF MARKETING OFFICER COMMITTEE

Ms Tina Chao

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

Mr Jordan Cheung

Chief Marketing Officer
Hang Seng Bank

Ms Diane Chiu

General Manager
- Marketing & Revenue Management
MTR Corporation

Mr Ivan Choi

Chief Customer & Marketing Officer
Prudential Hong Kong

Ms Esther Chung

Director, Customer and Marketing
AIA International Limited

Mr Hanks Lee

Director - Corporate Communications
and Watsons Brand Marketing
AS Watson 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

Ms Catherine Wong

Head of Extended Business &
Community Relations
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
Chairman
Hong Kong Economic Journal Co Ltd

Mr C K Chan

Head of Hong Kong and Macau
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Mr Steve Ng

Managing Director, Commercial Group
HKT

Mr Francis Phua

Managing Director
Franck Muller (HK) Limited

Mr Calvin Chan

Chairman & CEO
CATALO Natural Health Foods Limited

Dr Bankee Kwan JP

Chairman & CEO
CASH Group

Mr Bruce Lam

Chief Executive Officer, Consumer
HKT 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 Larry Sze

Chairman
Gibb Livingston & Co

Mr Robert Young

Member
Marketing Management Committee

Ms Tina Chao

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

Mr Jordan Cheung

Chief Marketing Officer
Hang Seng Bank

Ms Diane Chiu

General Manager
- Marketing & Revenue Management
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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

Ms Catherine Wong

Head of Extended Business &
Community Relations
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 - INDIVIDUAL AWARDS

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HKT

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Vice Chairman
Peoples Smart Living Limited

Mr Edmund Mak

Partner
Funder Capital Group

Mr Larry Sze

Chairman
Gibb Livingston & Co

Mr Robert Young

Member
Marketing Management Committee



**ILLUMINATING
MARKETING EXCELLENCE
FOR 40 YEARS**

40TH ANNIVERSARY

As the most established marketing award in Hong Kong, the Awards have honoured close to 1,000 outstanding campaigns and marketers, redefining marketing excellence. The journey of inspiring generations to break new ground continues.

To mark this special occasion, the 40th Anniversary Committee comprising esteemed veteran marketers in Hong Kong is established and several prestigious 40th Anniversary Awards will be presented at the Award Presentation Ceremony, paying tribute to organizations and individuals who have shaped the marketing landscape.

40TH ANNIVERSARY COMMITTEE

Mr Bruce Lam (Chairman)

Chief Executive Officer, Consumer
HKT Ltd

Ms Tina Chao

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

Ms Meggy Cheng

Executive Director
Hong Kong Dance Company

Ms Emily Chow

Deputy Chief Executive
OneDegree Hong Kong

Ms Vivian Lee

Group General Manager, Corporate Marketing,
Communications & Sustainability
Sino Group

Ms Macy Ng

General Manager, PR & Marketing
AsiaWorld-Expo Management Limited

Ms Karen Tam

Honorary Advisor
HKMA Digital Marketing Community

Ms Angela Wong

Chief Marketing and Customer Officer
AXA

40TH ANNIVERSARY AWARDS

- **The Most Favourite TV Commercial and Video Marketing**
- **Achievement in Marketing Excellence**
- **Most Valuable Agency**
- **Lifetime Achievement Award for Key Contributors**



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.

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
2. Overall scores of participating marketers in Individual Awards
3. Participation scores in both Campaign & Individual Award

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			Gold	5	Marketer of the Year	4	
3	3	2	2				Silver			3
4+	4 (Max)	3	3				Bronze			2
		4+	4 (Max)	Excellence	1					

AWARD AND RECOGNITION

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

PAST WINNER

2024

The Hongkong and Shanghai Banking Corporation Limited

Campaign Award Winners

- HSBC Fraud (欺騙) Fair
- HSBC Premier Elite
- SOULFULL
- Wealth Decoded

Individual Award Winners

- Mr Terrence Cheung,
Marketing Manager, Wealth and Personal Banking

CAMPAIGN AWARDS

ELIGIBILITY

- A marketing campaign for a product, a service or a public service issue.
- A marketing campaign launched after October 2023 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:

-  Excellence in Greater Bay Area Marketing
(AXA is the Title Sponsor of the Award)
-  Excellence in Innovation
(Citibank (Hong Kong) Limited is the Title Sponsor of the Award)
-  Excellence in Content Marketing
(Discovery Bay (HKR International Ltd & CITIC Pacific) is the Title Sponsor of the Award)
-  Excellence in Segment Marketing
(Hang Seng Bank is the Title Sponsor of the Award)
-  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)
-  Excellence in Customer Engagement and Experience
(Prudential Hong Kong is the Title Sponsor of the Award)
-  Excellence in Customer Insights
(Standard Chartered Bank (Hong Kong) Limited is the Title Sponsor of the Award)
-  Excellence in Marketing Collaboration
(Tai Hing Catering Group is the Title Sponsor of the Award)
-  Excellence in Omnichannel
(Wellcome is the Title Sponsor of the Award)
- Excellence in Environmental Good
- Excellence in Influencer Marketing
- Excellence in Small Budget Marketing
- Excellence in Social and Community Good
- Excellence in TV Commercial
- Excellence in Use of Data and Technology
- Excellence in Video Marketing
- Agencies of the Year

(Please refer to page 14-15 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 17). They will go through the same judging process and will compete for the Now TV Gold Award, 2 Silver Awards, 2 Bronze Awards and 5 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

Submission of Entry Form <i>(Deadline: Monday, 14 April 2025)</i>	All participating companies have to submit an Entry Form. Non-profit organizations have to provide supporting document to verify its NPO status.
Submission of Write-ups <i>(Deadline: Wednesday, 14 May 2025)</i>	All entries have to submit, in English or Chinese: <ul style="list-style-type: none">• A five-page summary of their marketing campaign, and• A one-page executive summary OR a three-minute video summarizing the marketing campaign; to be reviewed by the Board of Examiners. 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 17).
Final Judging <i>(Saturday, 23 August 2025)</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 Award, 2 Silver Awards, 2 Bronze Awards and 5 Excellence Awards.
Award Seminar <i>(September 2025)</i> <i>Visit website for details</i>	All finalists are requested to present their marketing campaigns at the Award Seminar which is open to more than 600 executives. Winner of the "HSBC Hong Kong Marketers' Favourite Marketing Campaign" will be decided by the number of votes received from the participants during the Award Seminar.
Award Presentation Dinner <i>(Monday, 13 October 2025)</i>	All the results of the Awards will be announced at the Award Presentation Dinner.

PARTICIPATION FEE

HKMA Member: HK\$16,600 per programme

HK\$1,900 per special award

Non-Member: HK\$22,800 per programme

HK\$2,200 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 any Marketing Awards related seminar
- 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 those 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 will be given to those marketing campaigns which have demonstrated innovative use of media channel or media strategy, and/or have exhibited impressive innovativeness in their marketing methods and techniques, particularly in areas not covered by other Special Awards.



EXCELLENCE IN CONTENT MARKETING

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



恒生銀行 EXCELLENCE IN SEGMENT MARKETING

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



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



EXCELLENCE IN CUSTOMER INSIGHTS

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



EXCELLENCE IN MARKETING COLLABORATION

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



EXCELLENCE IN 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.



CAMPAIGN AWARDS SPECIAL AWARDS

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

EXCELLENCE IN SMALL BUDGET MARKETING

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

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

EXCELLENCE IN SOCIAL AND COMMUNITY GOOD

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

EXCELLENCE IN TV COMMERCIAL

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

EXCELLENCE IN USE OF DATA AND TECHNOLOGY

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

EXCELLENCE IN 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 23) 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 2025.

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 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	45
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	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	

TOTAL: 100



CAMPAIGN AWARDS

JUDGING CRITERIA FOR NPOS

INDICATIVE RATINGS

1. RATIONALE BEHIND AND OBJECTIVES OF THE MARKETING CAMPAIGN		15
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	
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 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	
3. MARKETING EXECUTION		45
3.1	Development and positioning of product / service / behaviour / idea	
	- Relevance to target audience needs	
	- Benefits offered to target audience	
	- For international product / service / behaviour / 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	
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	
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	
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 behaviour, increases in awareness of the organization / product / service / behaviour / idea, usage level of target audience, etc)	
4.2	Other Financial Consideration (amount of donations, funding or grants generated through the campaign, cost efficiency and implications)	5
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	

TOTAL: 100

PAST CAMPAIGN AWARDS WINNERS

2024

NOW TV GOLD

McDonald's Coffee Retirement

SILVER

Hang Seng Bank - Preferred Banking - Be A Game Changer and "Carry" Yourself Campaign

HSBC Fraud (呃) Fair

BRONZE

AXA Hong Kong and Macau - From "NO" to "YES" here to protect you always

Hong Kong Technology Venture Company Limited - Mom-certified

EXCELLENCE AWARDS

DFI Retail Group - 7-Eleven Hong Kong & Macau - Explore The 7-SELECT Foodie-Verse. Anytime Anywhere

Ho Chi Kung March

Hong Kong Tourism Board - Hello Hong Kong Recover Campaign

HSBC Premier Elite

ART IN MTR: HEALING AND INSPIRING JOURNEYS IN COVID

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)

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

送嘢就嗌 Lalamove, 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



PAST CAMPAIGN AWARDS WINNERS

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 Drivomatics 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

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

PAST CAMPAIGN AWARDS WINNERS

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

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 Cheesy 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



PAST CAMPAIGN AWARDS WINNERS

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

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



ONLINE ENTRY FORM

To: The Secretariat
HKMA/ViuTV & Now TV Awards for Marketing Excellence 2025
The Hong Kong Management Association
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2025-2-NL)

Attn: Ms Raina Leong, Senior Membership and Event Executive Tel: 2774 8588 Email: rainaleong@hkma.org.hk
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 2025.

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

- | | | |
|---|--|---|
| <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 Omnichannel | <input type="checkbox"/> Excellence in Use of Data and Technology |
| <input type="checkbox"/> Excellence in Greater Bay Area Marketing | <input type="checkbox"/> Excellence in Segment Marketing | <input type="checkbox"/> Excellence in Video Marketing |
| <input type="checkbox"/> Excellence in Customer Engagement and Experience | | |

(Deadline for submitting the completed write-ups is Wednesday, 14 May 2025)

[HK\$16,600 (HKMA Member) / HK\$22,800 (Non-Member) / Free of charge for SMEs/NPOs* for each entry of Campaign Award]
[HK\$1,900 (HKMA Member) / HK\$2,200 (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, 14 April 2025)

- 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 2025
The Hong Kong Management Association
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2025-6-NL)

Attn: Ms Raina Leong, Senior Membership and Event Executive Tel: 2774 8588 Email: rainaleong@hkma.org.hk
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 2025.

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 2025)

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, 14 April 2025)

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

<p>Company Nomination <i>(Deadline: Monday, 14 April 2025)</i></p>	<p>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.</p>
<p>Submission of Write-ups <i>(Deadline: Friday, 23 May 2025)</i></p>	<p>All entries have to submit, in English or Chinese:</p> <ul style="list-style-type: none">• A four-page summary covering the judging criteria; and• A one-page summary of personal information to be reviewed by the Board of Examiners.
<p>Final Judging <i>(Saturday, 16 August 2025)</i></p>	<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>
<p>Award Presentation Dinner <i>(Monday, 13 October 2025)</i></p>	<p>All the results of the Awards will be announced at the Award Presentation Dinner.</p>

PARTICIPATION FEE

HKMA Member: HK\$7,900 per nominee
Non-Member: HK\$10,900 per nominee

The participation fee covers:

- 2 seats at the Award Seminar
- 2 seats at any Marketing Awards related seminar
- 1 seat at the Award Presentation Dinner

DISTINGUISHED MARKETING LEADERSHIP AWARD JUDGING CRITERIA

INDICATIVE RATINGS

1. SIGNATURE CAMPAIGN	40
<p>Please describe the single most successful marketing campaign which you have played a key role. The campaign should be launched after October 2021.</p>	
<p>1.1 Please describe your contribution / involvement in the following areas:</p>	
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
<p>1.2 Results</p>	10
<p>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</p>	
<p>1.3 Lesson Learned</p>	5
<p>Key learnings that were applied in future campaigns</p>	
2. TRACK RECORD HIGHLIGHTS	45
<p>Other than the signature campaign above, please describe your achievements over the course of your career in the following areas:</p>	
<p>2.1 Marketing Achievements</p>	20
<p>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.</p>	
<p>2.2 Achievements in the Leadership of the Marketing Function in the Organization / or Client Organization</p>	10
<p>Please describe how you have helped to improve and develop the marketing capability of your current and / or previous organization(s).</p>	
<p>2.3 Contributions to the Strategic Business Direction of the Organization / or Client Organization</p>	10
<p>Please describe very specifically how you have contributed to or influenced your current and / or previous organization(s) in following areas:</p>	
2.3.1 Strategic Business Direction	
2.3.2 Business Growth	
2.3.3 Profitability	
<p>2.4 Personal Achievements</p>	5
<ul style="list-style-type: none"> - Academic, professional awards and other public recognition related to marketing - Career achievements 	
3. GENERAL CONTRIBUTIONS	15
<p>Contributions to the marketing development of the business community (marketing-related aspects such as efforts in training, grooming, pro-bono work etc.)</p>	
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 2021.

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

- | | |
|-----------------------------------|----|
| 1.1.1 Creativity / Innovativeness | 15 |
| 1.1.2 Executional Excellence | 25 |
- Please cite the efforts you have made in contributing to the executional 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

2024

ViuTV Marketer of the Year

Mr Ivan Choi
Assistant Director – Marketing
McDonald's Hong Kong

Distinguished Marketing Leadership Awardees*:

Mr Ivan Choi
Assistant Director – Marketing
McDonald's Hong Kong

Mr Marco Lee
Deputy Head of Marketing, Wealth & Retail Banking Hong Kong
Standard Chartered Hong Kong

Outstanding Marketing Professional Awardees*:

Mr Terrence Cheung
Marketing Manager, Wealth and Personal Banking
The Hongkong and Shanghai Banking Corporation Limited

Ms Kimmy Ip
Senior Marketing Manager
Octopus Cards Limited

Ms Milky Lau
Deputy General Manager, Sales and Marketing
Octopus Cards Limited

Mr Roy Lee
Manager, Brand and Advertising
AXA

Mr Lance Tsang
Assistant Director – Marketing
McDonald's Hong Kong

Ms Linda Wong
Senior Marketing & Events Specialist
CLP Power Hong Kong Limited

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



PAST INDIVIDUAL AWARD WINNERS

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

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

PAST INDIVIDUAL AWARD WINNERS

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

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



PAST INDIVIDUAL AWARD WINNERS

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

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

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

* 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.



INDIVIDUAL AWARD NOMINATION FORM



ONLINE NOMINATION FORM

To: The Secretariat HKMA/ViuTV & Now TV Awards for Marketing Excellence 2025
The Hong Kong Management Association
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(ACM-42412-2025-4-NL)

Attn: Ms Raina Leong, Senior Membership and Event Executive Tel: 2774 8588
Ms Sunnie Ma, Senior Membership and Event Consultant Tel: 3468 5002

Email: rainaleong@hkma.org.hk
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 2025.

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 Friday, 23 May 2025.)

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

[HK\$7,900 (HKMA Member) / HK\$10,900 (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, 14 April 2025)

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

Name: _____ Job Title: _____

Tel: _____ Email: _____

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.



Join HKMA Membership Now! Corporate and Individual Members

A platform for exchange of ideas,
networking and personal development
for 13,000 members

Why HKMA:



Network

build connections



Privilege rates

on courses, events and room rental



Visibility

promote your company, products
and services to the business community



Market intelligence

e-newsletter



Staff Development

\$10,000 study credit for charter member

Join Us Now!

Corporate
Members:



Individual
Members:



多功能場地專業配套 打造全方位培訓空間

員工技能培訓 · 企業內部培訓 · 產品知識培訓 · 領導力培訓
專業研討會 · 團隊建設 · IT培訓 · 工作坊 · 會議

中環 / 銅鑼灣 / 灣仔 / 尖沙咀東

會議室



演講廳



多用途活動室



培訓場地



講座場地



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官方網站



價目表



WhatsApp

Enquiry

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場地及設施租用 Rooms and Facilities Rental

Strategic Partner:



The Hong Kong
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香港廣告客戶協會



Advancing Management Excellence

Promote Digital Marketing Excellence



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Connect with the Power Network
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Development



Enjoy Priority to Attend DMC
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www.hkma.org.hk/dmc

Enquiries:

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* HKMA Full and Associate Members can join DMC for free

* HKMA Corporate and Charter Members can nominate their staff members to join DMC for free

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